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BBA (SIM) (Sem.–4)

BUSINESS RESEARCH METHODS

Subject Code : BBASM-GE-401-18

M.Code : 77433

Date of Examination : 19-05-2023

Time : 3 Hrs.

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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Explain the following :**

   a) Significance of Research.

   b) Sources of experimental errors.

   c) Essentials of Good Sampling.

   d) Survey Method.

   e) Ordinal Scale.

   f) Scope of Business research.

   g) Sampling Error.

   h) Report Format.

   i) Observation Methods.

   j) Comparative Scaling techniques.

SECTION-B

UNIT-I

2. What do you mean by research design? Differentiate between exploratory and descriptive research design.

3. Discuss the steps involved in the Research process.

UNIT-II

4. Explain the various techniques of sampling methods in business research.

5. List out the different methods of primary data collection to carry out a business research and explain the purpose of every method.

UNIT-III

6. Describe about the different scales.

7. Elaborate on the guidelines for developing a good questionnaire.

UNIT-IV

8. What is meant by analysis of data? Describe the different types of data analysis.

9. Elaborate mechanics of writing a research report. Discuss the preparation of final bibliography and explain writing mechanism of bibliography.

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BBA (Service Industry Management) (Sem.–4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASM-SEC401-18

M.Code : 77434

Date of Examination: 26-05-2023

Time : 3 Hrs. 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 Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks and student has to attempt ONE question from each Subsection

SECTION-A

I. Explain Briefly :

a) Discuss the ethical duties toward the market.

b) What are the elements covered by the corporate social responsibility?

c) Discuss the stewardship theory of corporate governance.

d) Characteristics of ethical organizations.

e) Differentiate between ethics and morals.

f) Carroll's Model.

g) Concept of Charity.

h) Intellectual rational brain *vs.* holistic-spiritual brain

i) Why most of the times the corporate governance fails?

j) Nature of Human Freedom.

SECTION-B

UNIT-I

2. State the various kinds of ethical issues found in the organizations?

3. What is the relevance of ethical values over success in Business? Discuss with reference to the Indian organisations.

UNIT-II

4. Discuss the need, purpose and relevance of Indian Ethos.

5. Discuss the holistic approach for managers in decision making.

UNIT-III

6. What do you understand by corporate social responsibility? State the arguments in favour and against CSR.

7. Explain in detail about the corporate governance and how it is related to the CSR?

UNIT-IV

8. Discuss the OECD principles and its usage in the corporate governance?

9. Explain ILO declaration of principles on social policy.

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BBA (SIM) (Sem.–4)

FINANCIAL MANAGEMENT

Subject Code : BBASM-401-18

M.Code : 77429

Date of Examination : 29-05-2023

Time : 3 Hrs. **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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. Write short note on the following in 2-5 lines :

a. What is the need of financial management?

b. What are the limitations of traditional approach of capital structure?

c. How equity shares differ from preference shares?

d. What do you mean by capital budgeting?

e. Define unsystematic risk.

f. What do you mean by financial structure?

g. Define liquidity.

h. What do you mean by net working capital?

i. Define combined leverage.

j. What do you mean by dividend policies?

SECTION-B

UNIT-I

2. How does discounting and compounding helps in determining the sinking fund and capital recovery?

3. Define the concept of finance. Discuss in detail relationship of financial management to economics and accounting. What forces are prodding companies in India to accord greater importance to the goal of shareholder wealth maximization? Comment on the emerging role of financial manager in India.

UNIT-II

4. Define capital structure? Explain its significance in financial decision making. Distinguish between the traditional and modern theories of capital structure. Which one should be used for maximization of valuation of the firm and minimization of cost of capital? Why?

5. The capital structure of Adamus Ltd. In book value terms is as follows :

Equity capital (20 million shares, Rs.10 par)	Rs.200 million
Preference capital, 12 percent (500,000 shares, Rs.100 par)	Rs.50 million
Retained earnings	Rs.350 million
Debentures 14 percent (1,200,000 debentures, Rs.100 par)	Rs.120 million
Term loans, 13 percent	Rs.80 million
	Rs.800 million

The next expected dividend per share is Rs.2.00. The dividend per share is expected to grow at the rate of 12 percent. The market price per share is Rs .50.00. Preference stock, redeemable after 10 years, is currently selling for Rs.85.00 per share. Debentures, redeemable after 5 year, are selling for Rs.90.00 per debenture. The tax rate for the company is 30 percent. Calculate the average cost of capital.

UNIT-III

6. Define the concept of capital budgeting. Discuss in detail with the help of examples techniques of budgeting. How decision tree analysis approach can be used in capital budgeting decision?

7. There are two projects A and B. A has a service life of one years. The initial cash outlay for both the projects assumed to be Rs. 20,000 each. The cash proceed from project A (at the end of first year) amounts to Rs 24,000. The cash generated by project B at the end of fifth year is likely to be Rs. 40,200. Assume that the required rate of return is 10 percent. Compute and compare NPV and IRR of the two projects.

UNIT-IV

8. Define dividend policy. Discuss in detail theories of relevance and irrelevance theories of dividend with the help of example.

9. Define working capital. Discuss in detail objectives of working capital. What are the factor affecting the composition of working capital.

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BBA (SIM) (Sem.–4)

SERVICE OPERATIONS MANAGEMENT

Subject Code : BBASM-402-18

M.Code : 77430

Date of Examination : 17-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. **Define the following terms :**

a) How evolution of technology has impacted the services?

b) What challenges do businesses face when designing services and how do they overcome these challenges?

c) Explain service delivery system.

d) What are the some effective strategies for managing service-based business operations during peak demand periods?

e) How do you implement capacity management?

f) What are the benefits of implementing a quality control system for service-based businesses?

g) Explain how TQM is helpful in managing services operations?

h) Write a note on quality control initiatives in Indian organizations.

i) Explain process layout.

j) How control charts are used in various manufacturing situations?

SECTION-B

UNIT-I

2. What are the functions of production and operation management?

3. What are the key differences between capacity planning for service-based businesses and manufacturing businesses, and what are some of the most effective tools and techniques for capacity planning in a service-based business context?

UNIT-II

4. What strategies are effective for positioning a service-based business in a competitive market?

5. What are the key distinguishing features of services that differentiate them from tangible goods, and how do these features impact the way that services are designed, marketed, and delivered to customers?

UNIT-III

6. What are some best practices for designing and delivering high-quality services to customers? How can businesses ensure that their service design aligns with their overall brand?

7. What are the key factors that service-based businesses should consider when designing the layout and how can technology be leveraged to enhance the design of service layouts?

UNIT-IV

8. What are the benefits of implementing a quality control system for service-based businesses, and how can it be done effectively?

9. What is capacity planning and how can it help service-based businesses manage their operations?

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BBA (SIM) (Sem.–4)

CONSUMER BEHAVIOUR

Subject Code : BBASM-403-18

M.Code : 77431

Date of Examination : 24-05-2023

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Explain the following :

a) What is information processing?

b) How attitude affects consumer behaviour?

c) Who are laggards?

d) What is social class marketing?

e) What is the role of culture and sub culture in consumer behaviour?

f) How can FLC be measured?

g) What is product personality?

h) Outline elements of perception.

i) What are various attitude change strategies?

j) What is cognitive dissonance?

SECTION-B

UNIT-I

2. Discuss consumer decision making process in detail. What is the role of consumer involvement in the process?

3. What is the importance of studying purchase behaviour of consumers? Discuss contributions of other disciplines to this field.

UNIT-II

4. Define perception. Discuss the characteristics of perceiver which influence perception. Can perception of the consumer be changed, how?

5. Write short notes on following:

i. Value and lifestyle (VALS)

ii. Role of motivation in consumer decision making process.

UNIT-III

6. Socialization is helpful to Individuals in determining his/ her Consumption Criteria. Elaborate and Illustrate.

7. Discuss the use of the concept of Family Life Cycle (FLC) by marketers to segment the market. What are the disadvantages of using FLC for segmenting the market?

UNIT-IV

8. Discuss in detail the adoption process. What are the factors which influence adoption of an innovative product?

9. Who are opinion leaders? What role do they play in consumer decision making process?

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BBA (Service Industry Management) (Sem–4)

SERVICES MARKETING

Subject Code : BBASM-404-18

M.Code : 77432

Date of Examination : 01-06-2023

Time : 3 Hrs. 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. Students have to attempt any ONE question from each Sub-section.

SECTION-A

1. **Write Short Notes on :**

   a) Services Productivity

   b) Blueprinting

   c) Communication Gap

   d) Skimming Price Strategy

   e) Advertising

   f) 7'Ps of the Services Marketing Mix

   g) Hard Measures of Service Quality

   h) Service Recovery

   i) Market Segmentation

   j) Total Quality Management.

SECTION-B

UNIT-I

2. Define Services. Give any four reasons for the growth of the service sector.

3. What do you mean by Service Marketing? Also, explain the concept of the perishability of services.

UNIT-II

4. Explain the Pricing concept of Service. Also, discuss the various pricing strategies the companies are adopting for their, services.

5. Define Service Product. State the various levels of service product.

UNIT-III

6. Define Physical Evidence in Services. Discuss the various types of physical evidence in the services.

7. What do you mean by Service Process? Explain the level of complexity in service and their impact on service process.

UNIT-IV

8. Write short notes on :

   a) Promotional Strategies for Educational Services.

   b) Promotional Strategies for Banks.

9. Discuss the various challenges that service firms are facing. Support your answer with suitable examples.

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