

Roll No.

Total No. of Pages : 03

Total No. of Questions : 09

BBA (SIM) (Sem.-4)
FINANCIAL MANAGEMENT
Subject Code : BBASM-401-18
M.Code : 77429
Date of Examination: 06-05-2025

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) Investment Decisions
- b) Cost of Debt
- c) Present Value
- d) Operating Leverage
- e) Capital Budgeting
- f) IRR
- g) Operating Cycle
- h) Relevance of Dividend.
- i) Annuity
- j) Cash Flow

SECTION-B

UNIT-I

2. "Finance Function is concerned with allocating funds to specific assets and obtaining the best mix of financing in relation to overall valuation of the firm". Discuss.
3. What do you understand by retained earnings? Discuss the merits and limitations of ploughing back of Profits as a source of finance.

UNIT-II

4. X Company Limited is considering three different plans to finance its total project cost of Rs.100 Lakhs. There are:

Particulars	PLANT A (Rs.Lakhs)	PLANT B (Rs.Lakhs)	PLANT C (Rs.Lakhs)
Equity (Rs.100 per share)	50	54	25
Debt (8% Debentures)	50	66	75
	100	100	100

Sales for the first three years of operations are estimated at Rs.100 lakhs, Rs.125 Lakhs and Rs.150 lakhs and a 10% profit before interest and taxes is forecast to be achieved. Corporate Taxation to be taken at 50%. Compute earning per share in each of the alternative plans of financing for the three years.

5. Define the concept of Cost of Capital. State how you would determine the Weighted Average Cost of Capital of a firm?

UNIT-III

6. Explain the need and determinants of Working Capital in a Business.
7. What do you understand by a stable Dividend Policy? Why should it be followed?

UNIT-IV

8. A Company has an investment opportunity costing Rs. 40,000 with the following expected net cash flow after taxes and before depreciation:

YEAR	NET CASHFLOW (Rs.)
1	7000
2	7000
3	7000
4	7000
5	7000
6	8000
7	10000
8	15000
9	10000
10	4000

Using 10% as the Cost of Capital, determine the followings:

- Pay Back Period.
 - Net Present Value at 10% discount factor.
 - Internal Rate of Return with the help of 10% and 15% discount factor.
9. What do you understand by Capital Budgeting Process? Enumerate briefly the major steps involved in capital budgeting.

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.

Total No. of Questions : 09

SECTION - B

UNIT - I

FINANCIAL MANAGEMENT

Subject Code : BBASM-401-18

M.Code : 77429

Date of Examination : 25-06-2025

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. Answer the following :

- Explain Financial Decision.
- Why does money have Time Value?
- Explain Profitability Index.
- What is Factoring?
- How to Compute Cost of Debt?
- Differentiate between Financial Structure & Capital Structure.
- What is Operating Leverage?
- Explain Dividend Pay-Out Ratio.
- What is Working Capital Cycle?
- Explain Retained Earnings.

2. Explain Financial Management. Discuss the goals of Financial Management and which goal is suitable for taking Financial Decisions?
3. What are the various sources of Finance for Business? Discuss its various forms in detail.

UNIT - II

4. Examine critically the various approaches to the calculation of Cost of Equity Capital.
5. Assuming the existence of taxes, describe MM approach on the issue of Optimum Capital Structure.

UNIT - III

6. What are the basic components of Capital Budgeting Analysis? Explain the difference between NPV and IRR Methods.
7. What is the Capital Budgeting? Discuss the importance and limitations of Pay-Back Method? Explain the various improvements in this method.

UNIT - IV

8. 'Working Capital is a means and not the Ends'. Discuss the statement and explain the factors, which influence the Working Capital needs of a manufacturing undertaking.
9. Discuss the Walter's Model and Gordon's Model of Share Valuation?

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.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SERVICE INDUSTRY MANAGEMENT) (Sem.-4)

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Subject Code : BBASM-SEC-401-18

M.Code : 77434

Date of Examination :04-06-2025

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 contains FOUR units. Each UNIT carries TWO questions carrying TEN marks each and students have to attempt ONE question from each unit.

SECTION - A

1. Write briefly :
 - a) Importance of ethics and moral standards.
 - b) Total Quality Mind
 - c) Brain Stilling
 - d) Ethics in production
 - e) Holistic Spiritual Brain
 - f) Business sustainability
 - g) Caroll's Model of CSR.
 - h) Sustainable Development Goals
 - i) Triple Bottom Line (TBL) framework
 - j) CSR and Corporate Governance.

SECTION - B

UNIT - I

2. Explain the meaning, nature and scope of business ethics? What is the importance of Business ethics for any business organization?
3. Discuss different unethical malpractices in the functional areas of Production, Marketing, Finance and HRM.

UNIT - II

4. What is the need and purpose of Indian Ethos? Explain its salient features.
5. Define Human values. What are the different meanings and foundations of Human values?

UNIT - III

6. Explain the growth and evolution of CSR in India and the drivers of CSR.
7. Explain relation between corporate philanthropy, corporate citizenship and CSR.

UNIT - IV

8. Explain in detail the international framework for corporate social responsibility.
9. Highlight the United Nations guidelines on business and human rights.

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.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-4)
CONSUMER BEHAVIOUR
 Subject Code : BBASM-403-18
 M.Code : 77431
 Date of Examination: 23-05-2025

Max. Marks : 60

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :

- 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) Define consumer behavior.
 - b) What is Maslow's hierarchy of needs?
 - c) What is the significance of opinion leadership in consumer decision-making?
 - d) What are the various roles played by individuals in the Purchase Process?
 - e) Who are laggards?
 - f) What is the role of culture in consumer behavior?
 - g) What is the difference between positive and negative motivation in consumer behavior?
 - h) What is meant by diffusion of innovations?
 - i) What are reference groups?
 - j) Define perception in the context of consumer behavior.

SECTION-B

UNIT-I

2. Explain the Five-Step Model of the Consumer Decision-Making Process. Provide examples to support your answer.
3. Discuss the nature, scope and application of studying consumer behavior in marketing decisions.

UNIT-II

4. Discuss the trait theory of personality and its elements. How personality influences consumer behavior?
5. Discuss the elements of perception in detail.

UNIT-III

6. Define culture. What are the most important characteristics of culture that reflect its nature? Why is the study of culture important to marketers?
7. What is social class? What are the determinants of social class? How does it affect consumer buying decisions?

UNIT-IV

8. What is the Adoption Process? Discuss in detail the different stages in the adoption process.
9. Briefly describe any two models of consumer decision-making of your choice.

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.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

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

SERVICES MARKETING

Subject Code : BBASM-404-18

M.Code : 77432

Date of Examination : 27-05-2025

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 a short note on following :
 - a) Knowledge Gap
 - b) Skimming Pricing Strategy
 - c) Personal
 - d) Advertising
 - e) Soft Measures of Service Quality
 - f) Service Quality
 - g) Service Failures
 - h) 7P's of the Services Marketing Mix
 - i) Penetrating Pricing Strategy
 - j) Service Productivity

SECTION - B

UNIT - I

2. What do you mean by the Heterogeneity of Service? Also, write about the scope of services.
3. Explain the concept of Service Marketing. Also, discuss the various types of services.

UNIT - II

4. What is the concept of core service? Also, discuss the augmented services.
5. What do you mean by the Pricing of services? Discuss the various strategies that companies are adopting for pricing the services.

UNIT - III

6. How can an effective 'Physical Evidence' strategy help in getting good business for the company? Discuss. .
7. Discuss the customer's role as a productive resource for the firm. Did the firm help you perform your role effectively? If so, how?

UNIT - IV

8. Explain the relationship between Service Quality, Productivity and Profitability.
9. Identify the gaps that can occur in the service quality and the steps that service marketers can take to prevent them.

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.