



NAV-010-001401 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

401 : Marketing Management - II

(New Course)

Faculty Code : 010

Subject Code : 001401

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) There are five questions, each of 14 marks.
(2) Attempt all questions.
(3) Figures on the right side indicate marks allocated to each of the questions.

- 1 What is market promotion ? Discuss elements (tools) of market promotion. 4+10

OR

- (a) Objectives of Market Promotion
(b) Factors affecting market promotion decisions 7+7

- 2 Write a note on types of advertising media. 14

OR

- (a) Definitions and characteristics of Personal Selling
(b) Definitions and characteristics of Sales promotion 7+7

- 3 What is channel of distribution? Discuss various services rendered by the channel members. 4+10

OR

- Explain factors affecting channel decisions. 14

- 4 Explain steps involved in marketing research process. 14

OR

- (a) Importance of marketing research
(b) Limitations of marketing research 7+7

5 What is a case? How is case study useful in management education and training?

4+10

OR

Case Study : Read the case and answer the questions given at the end of the case.

14

Case : Deshmukh Datta, 60, a successful marketing manager of Jayhind Food Ltd., located in Ahmedabad GIDC Area, who has been with company since inception stage. Before six months, a company has introduced a new product with brand name "Tasty and Healthy." Due to rich nutritional value, delicious taste, and reasonable price compared to similar products of national and multinational companies, the product has been gaining rapid acceptance.

Deshmukh Datta ignored recommendations of Raju Hariharan, a young and dynamic research officer, to change features and qualities of product. Datta denied Raju's recommendations by stating that it was meaningless to change features and qualities of the product when company was leading in the market and sales volume was increasing. Hariharan argued that he recommended on the basis of the market trend, measured in the last month by market survey of 100 customers and 25 dealers. The proposed changes were required as precautions. Marketing manager was not ready to change marketing strategy. Hariharan dropped the idea without further attempt.

After six months, dealers started placing less number of orders of less quantity than previous. When asked, they stated that customers were demanding different features. More substitutes of varied features and superior qualities were available. They were not interested in the existing products. Deshmukh Datta highly shocked to know it. He realized his mistake.

Exercise :

- (1) Why was Deshmukh Datta not ready to change marketing strategy?
 - (2) Why was Mr. Hariharan insisting to modify existing products?
 - (3) Do you think that company would have been succeeded if Deshmukh had accepted suggestions of Hariharan ?
 - (4) Now, suggest possible actions that company can undertake.
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NAW-010-001402

Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

402 : Financial Management - II

Faculty Code : 010

Subject Code : 001402

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 Define the term working capital. Discuss determinants of working capital. 14

OR

- 1 Explain concepts of working capital. Also discuss major sources of financing working capital requirement of a firm. 14

- 2 Explain objectives of cash management. Also discuss cash budget as a tool of cash management. 14

OR

- 2 Discuss ABC and EOQ as techniques of inventory management. 14

- 3 Define the term cost of capital. Explain the calculation of WACC (weighted average cost of capital), mainly highlighting the types of weights used for the calculation. 14

OR

- 3 The following is an extract from the Balance Sheet of PQR Ltd. as on 31st March, 2015 : 14

Ordinary shares of Rs. 10 each	52,00,000
Reserves	48,50,000
9% Preference shares Rs. 100 each	45,00,000
14% Debentures	50,00,000
Total long-term funds	1,95,50,000

The ordinary shares are quoted at Rs. 16. Assume that the market estimate of the next ordinary dividend is Re. 0.80, growing thereafter at 12% p.a. infinitely. The preference shares, which are irredeemable, are quoted at Rs. 72 and the debentures are quoted at par. Corporation tax is 33%. Calculate weighted average cost of capital of the firm.

- 4 What is over capitalization? What is under capitalization? 14
Discuss causes, effects and remedies of over capitalization.

OR

- 4 XYZ Ltd. has currently an all equity capital structure 14
consisting of 15,000 equity shares of Rs. 100 each. The management is planning to raise another Rs. 25 lakhs to finance a major expansion programme and is considering three alternative methods of financing :
- (a) To issue 25,000 equity shares of Rs. 100 each
 - (b) To issue 25,000, 8% debentures of Rs. 100 each
 - (c) To issue 25,000, 8% preference shares of Rs. 100 each.

The company's expected EBIT will be Rs. 8 lakhs. Assuming a corporate tax rate of 46 percent, determine the EPS in each financial plan and determine the best one.

- 5 Write a detailed note on venture capital and lease 14
financing.

OR

- 5 Discuss various new instruments of finance. 14



NAX-010-001403

Seat No. _____

B. B. A. (Sem. IV) Examination

March / April - 2017

403 : Human Resource Management - II

(New Course)

Faculty Code : 010

Subject Code : 001403

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instruction : Figures to the right indicate full marks of the question.

- 1 Explain the concept of organizational behaviour. Why there is a need to study behaviour of persons employed in the organizations ? 14

OR

- 1 Explain about various disciplines which contribute something to the organizational behaviour. Also write about the limitations of organizational behaviour. 14
- 2 What is perception and learning ? Explain about the process of perception. 14

OR

- 2 Explain the concepts of attitude and personality. Also explain about different determinants of personality. 14
- 3 Explain the concept of group dynamics. Also explain about formal and informal groups. 14

OR

- 3 Write about the following : 14
- (a) Reasons for joining group
- (b) Concept of Team

- 4 Explain the concepts of Industrial Relations and Human Relations. What is the scope and objectives of Industrial Relations ? 14

OR

- 4 Explain the concepts of Industrial Peace and Industrial Unrest. What is the importance of Industrial Relations ? 14
- 5 Write about the following : (any two) 14
- (a) Settlement Machinery of Industrial Disputes
 - (b) Adjudication
 - (c) Collective Bargaining
 - (d) Grievance Handling Procedure.
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NAY-010-001404 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

Paper - 404 : Managerial Economics - II
(New Course)

Faculty Code : 010

Subject Code : 001404

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) Attempt all questions on the basis of internal options.
(2) All questions carry equal marks.

- 1 What is market ? Explain classification of market on 14
the basis of geographical coverage and elements of competition.

OR

- 1 (a) Explain price and non price competition. 7
(b) Explain concept of fair and unfair competition. 7

- 2 Explain cost plus pricing, point out its advantages 14
and disadvantages

OR

- 2 What is skimming price policy ? Discuss the conditions 14
for success of skimming price policy.

- 3 What is price discrimination ? Explain conditions for 14
the possibility and profitability of price discrimination.

OR

- 3 Write note on quantitative discounts and postage stamp 14
pricing.

- 4 What is Break even analysis ? Explain BEP with the help of chart 14

OR

- 4 Explain managerial usefulness and limitations of break even analysis. 14
- 5 What is capital budgeting ? Explain Pay-back period method as a criteria for project appraisal. 14

OR

- 5 Explain nature of capital budgeting problem and illustrate (ARR) average rate of return method. 14
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NAZ-010-001405-N Seat No. _____

B. B. A. (Sem. IV) Examination

March / April - 2017

405 - Corporate Accounting - II

(New Course)

Faculty Code : 010

Subject Code : 001405-N

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions : (1) Show working as a part of your answer.

(2) Figures to the right indicate full marks of the question.

- 1 Alpha Ltd. issued 3,00,000 equity shares of Rs. 10 each at 14 30% premium. Whole issue is underwritten as : A : 30%, B : 30% and C : 40%. Total applications received by the company are for 2,60,000 shares.

Out of these applications, marked applications are :

A : 40,000, B : 1,00,000 and C : 60,000

Rate of underwriting commission is 5% on issue price of the shares.

You are required :

- (1) To ascertain the liability of each underwriter.

- (2) To ascertain the underwriting commission payable to each of them.
- (3) To give journal entries regarding underwriting commission and shares purchased by underwriters.

OR

1 Bravo Ltd. 4,00,000 equity shares of Rs. 10 each at a 20% 14 premium. The issue was underwritten by X : 1,50,000 shares and by Y : 1,00,000 on which underwriting commission is payable at 4% on issue price. The company has received applications for 3,80,000 shares, of which marked applications were as under :

X : 1,25,000 shares and Y : 80,000 shares

You are required :

- (1) To ascertain the liability of each underwriter.
- (2) To ascertain the underwriting commission payable to each of them.
- (3) To ascertain the sum receivable from or payable to underwriters.

2 Following is the P&L Account of Charley Ltd. for the 14 year ended on 31.3.2016

Particulars	Rs.	Particulars	Rs.
Office expenses	6.00.000	Gross Profit	25.55.000
General expenses	4.00.000	Profit on sale of plant	70.000

Directors' fees	50,000	Government subsidy	50,000
Depreciation	75,000		
Managing Director's salary	96,000		
Interest on Bank Loan	1,04,000		
Income Tax	1,50,000		
Net Profit	12,00,000		
	26,75,000		26,75,000

Other Information :

- (1) Managing Director is paid monthly salary of Rs. 8,000
- (2) The depreciation charged on plant sold was Rs. 40,000
- (3) As per the provisions of Company Act, depreciation chargeable is Rs. 60,000

You are required to compute overall managerial remuneration as per the provisions of Company Act.

OR

- 2 Delta Ltd. furnishes the following information regarding calculation of its net profits. Net profit after charging following expenses and crediting incomes : Rs. 40,00,000. 14

Expenses debited :

Depreciation 2,20,000

Bad debt reserve 50,000

Remuneration of MD 2,50,000

Bonus to employees 80,000

Purchase of Govt. Bonds 1,40,000

Provision for Income tax 3,00,000

Incomes credited :

Capital profit on sale Govt. Bonds 90,000

Government grant 50,000

Income tax refund 1,40,000

Depreciation admissible as per Company Act is Rs. 2,00,000.

Actual Bad debt is Rs. 5,000.

The company has one full time Managing Director and one part time director. Compute Managerial Remuneration as per the provisions of Company Act.

3 Following are the Balance Sheets of Echo Ltd. :

14

Liabilities	2014-15	2015-16	Assets	2014-15	2015-16
Share Capital	2,50,000	3,75,000	Land and Building	2,00,000	1,80,000
General Reserve	1,00,000	1,25,000	Plant and Machin.	2,50,000	4,20,000
Security Premium	12,500	25,000	Furniture	50,000	40,000
P&L Account	1,25,000	1,50,000	Govt. Securities	50,000	12,500
10% Debentures	1,50,000	1,50,000	Stock in trade	1,32,500	2,00,000
Creditors	90,000	1,12,500	Debtors	1,25,000	1,75,000
Unpaid expenses	20,000	30,000	Cash and Bank	40,000	90,000
Provision for tax	50,000	75,000			
Prop. dividend	50,000	75,000			
	8,47,500	11,17,500		8,47,500	11,17,500

You are required :

- (1) To prepare common size balance sheets.
- (2) Comment on the changes in the financial position of the company.

OR

3 Following is the Balance Sheet of Friends Ltd. as on
March 31, 2016.

14

Liabilities	Rs.	Assets	Rs.
Equity shares of		Fixed assets	6,80,000
Rs. 10 each	3,00,000	Stock	1,20,000
15% pref. shares		Debtors	2,20,000
of Rs. 100 each	1,00,000	Cash on hand	1,60,000
Reserve	3,00,000		
12% Debentures	2,00,000		
Creditors	2,40,000		
Bank overdraft	40,000		
	11,80,000		11,80,000

Net profit after interest and taxes was Rs. 1,10,000.

You are required to compute :

- (1) Current ratio
- (2) Liquid ratio
- (3) Return on shareholders fund
- (4) Return on equity share capital
- (5) Earnings per share

Also give your comment on current ratio and liquid ratio.

4 Following is the balance sheet of Girnar Ltd. as
on 31.3.2016.

14

Liabilities	Rs.	Assets	Rs.
Equity share capital of Rs. 100 each	5.00.000	Land and Building	4.00.000
General Reserve	2.50.000	Plant and Machinery	3.50.000
15% Debentures	1.50.000	Debtors	1.50.000
Creditors	2.25.000	Stock	1.25.000
Provision for Tax	75.000	Cash and Bank	1.50.000
		Preliminary expenses	25.000
	12,00,000		12,00,000

Following are additional information :

- (1) Profit of the company during last 3 years were
Rs. 2,00,000, Rs. 2,50,000 and Rs. 3,00,000 respectively.
- (2) Firms engaged in similar business earn normally 20%.

You are required to compute :

- (1) The value of goodwill of the company on the basis of
3 years' purchase of super profit.
- (2) The value of equity shares on the basis of yield method.

OR

4 Define 'Goodwill'. Discuss the factors affecting the value of goodwill. 14

5 Write short notes : (any two) 14

- (1) Objectives of Inflation Accounting
 - (2) Discuss any four methods of Human Resource Accounting
 - (3) Objectives of Social Responsibility Accounting
 - (4) Discuss the CCA method of inflation accounting.
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NBA-010-001407 Seat No. _____
B. B. A. (Sem. IV) (CBCS) Examination
March / April - 2017
407 : Business Statistics-II
(New Course)

Faculty Code : 010
Subject Code : 001407

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 (A) Explain variation due to assignable causes. 7
- (B) Write difference between variable charts and attribute charts. 7

OR

- 1 Samples were taken for 10 days during production in a factory and number of defectives were observed as under : 14

Day	:	1	2	3	4	5	6	7	8	9	10
Sample size	:	50	50	50	50	50	50	50	50	50	50
Defectives	:	3	2	7	4	0	2	2	3	2	1

Draw P-chart and np-chart and state your comment.

- 2 (A) Explain any two methods for forecasting. 7
- (B) Fit a straight line by least square method : 7

Year	:	1993	1994	1995	1996	1997	1998	1999
Production	:	12.7	10.1	13	13.2	12.6	14.2	13.7

OR

- 2 Fit a second degree parabola & estimate profit for 2003 : 14

Year	:	1995	1996	1997	1998	1999	2000
Profit	:	10	12	18	15	13	16

- 3 (A) The following results were obtain from 100 students, 7

$$\sum x = 510, \sum x^2 = 2610$$

Test the hypothesis that population mean is 5.

- (B) A cadila drug company develops a new drug, to prevent 7
cold, they choose a random sample of 100 women and 200
men from population, at the end of study 38% women and
51% men caught cold, test the hypothesis that effect of
drug is equal for men and women [use 5% level].

OR

- 3 A result of 880 students of BBA is given below : 440 students 14
fail, 200 secured pass class, 200 had second class and 40 got
first class, The university result proportion is 8 : 5 : 5 : 2
respectively, do you agree with these proportion [use χ^2 test].

- 4 (A) Explain F-test. 7

- (B) A training is given to 10 officers and the improvement 7
in their performance were recorded in terms of score as :

-4, 6, -4, -20, 0, 4, -10, -16, -2, 6

OR

- 4 Set up two way ANOVA table : 14

		Machine			
		A	B	C	D
Worker		40	34	43	42
		42	36	48	39
		30	32	40	28
		39	34	42	49
		34	38	45	35

5 (A) Explain Game theory. 7

(B) (i) Write rules to determine saddle point. 7

(ii) Write steps for dominance principle.

OR

5 Find the optimal strategies for player A & B in the following Game, use algebraic method : 14

		Player-B			
		B ₁	B ₂	B ₃	B ₄
Player-A	A ₁	35	65	25	5
	A ₂	30	20	15	0
	A ₃	40	50	0	10
	A ₄	55	60	10	15



NBC-010-001408

Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2017

408 : Communication Skill - IV

(New Course)

Faculty Code : 010

Subject Code : 001408

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) All questions are compulsory
(2) All questions carry equal marks.

- 1 Answer the following questions in detail : (Any two) 14
- (1) Explain the beggar's event that changed Meena's life.
 - (2) Explain the title of the lesson, 'Cause Then cure'.
 - (3) Why did Sudha Murty say, We are forgetting our own history.?"
 - (4) Throw light on the end of the lesson, 'Insensitivity Index'.
- 2 Write short notes : (Any two) 14
- (1) Meena's reward to the beggar.
 - (2) Empirical Formula
 - (3) Describe Suma's house
 - (4) The narrator's reactions against the present legal system.
- 3 (a) Fill in the blanks with proper verbal ability : 7
- (1) _____ means study of plants.
 - (2) A child without parents is called _____.
 - (3) To bell the cat means _____.
 - (4) Specialist in skin diseases is called _____.
 - (5) Bird is to chirp as lion is to _____.
 - (6) Peacock is to peahen as horse is to _____.
 - (7) A person who brings goods illegally into a country is a _____.

(b) Fill in the blanks with proper verbal analogy :

7

- (1) Bat is to ball as bread is to _____.
- (2) Tall is to short as early is to _____.
- (3) Dog is to puppy as mother is to _____.
- (4) Gold is to shiny as ball is to _____.
- (5) Green is to color as table is to _____.
- (6) Eat: ate:: Give: _____.
- (7) Hungry: eat:: Thirsty: _____.

4 (a) Translate from English into Gujarati :

7

What is our duty towards our country? Obedience and discipline are the two qualities that make a nation great. Such people as lack obedience and discipline cannot become a great nation. Our duty is not only to obey the laws ourselves but also to help the government to keep law and order in the country. Even if we do not like certain laws, we must not run down the government. We must not take such a step as prove harmful to the interest of the country.

(b) Translate from Gujarati into English :

7

આપણા દેશમાં લાંબા સમયથી મોંઘવારી વધતી રહી છે. સામાન્ય માણસ માટે વધતા જતાં ભાવોને પહોંચી વળવું ખૂબ મુશ્કેલ છે. કટોકટી દરમિયાન થોડી રાહત હતી. પોતે જે ચીજવસ્તુઓ વેચતા હોય તેના ભાવ દર્શાવવું દુકાનદારો માટે ફરજિયાત હતું. જનતા પક્ષના શાસન દરમિયાન ભાવો સ્થિર હતા તેમજ દરેક વસ્તુ પૂરતાં પ્રમાણમાં મળી રહેતી. વસતિ વધારાને લીધે દેશે કરેલ પ્રગતિનો લાભ સામાન્ય માણસને મળ્યો નથી. કાળા બજાર, સંગ્રહખોરી અને નફાખોરીને લીધે ભાવો વધતા રહે છે. વ્યાજબી ભાવની વધુ દુકાનો ખોલવાથી કદાચ થોડી રાહત મળી શકે.

5 Read the following market report and answer the questions 14 given below :

Equity shares Experience a Heavy Fall in Prices on BSE

The prices of shares showed a downward trend in the post budget session on the Bombay Stock Exchange today. The atmosphere of the market was dull and the inner trend weak as there was no support from investors as well as bull operators.

The downward trend here was mainly due to the heavy losing of taxes in the budget. Excise duty on petrol, gas, electricity, coal etc. was increased but no encouragement or relief was given to the companies. The textile shares were not affected at all by the increase in the import duty on polyester yarn. The opinions from the markets of the other cities were quite unfavourable. In textile shares: Bombay Dyeing, Century and Standard showed considerable fall in prices.

In the mixed types of shares: Engineering, Shipping, Chemicals and Steels showed heavy fall in prices ranging from Rs 5 to 10.

The shares in each section were fully dull. The fluctuations at a glance show decline in the prices of all the shares.

Questions :

- (1) What trend is suggested by the title of the report?
- (2) What was the main reason for the downward trend?
- (3) Why were the budget proposals unfavourable for the market?
- (4) Why was the inner trend weak?
- (5) How did the textile shares react to the increase in the import duty on polyester Yarn?
- (6) What was the position of the shares of Bombay Dyeing, Century and Standard?
- (7) Explain the following terms :
 - (A) BULL
 - (B) BSE.