Reg. No.

V Semester B.B.A.2 Degree Examination, Nov./Dec. 2018
MANAGEMENT ACCOUNTING

Time : 3 Hours   Max. Marks : 80

Instruction : Simple calculator is allowed.

SECTION – A

Answer **any 10** questions.   (2×10=20)

1. Define Management Accounting.
2. Name the techniques of Management Accounting.
3. What are financial statements ?
4. What is Debt-Equity ratio ?
5. What do you mean by stock turnover ratio ?
6. What is schedule of change in working capital ?
7. What is cash flow statement ?
8. What are non-operating income ?
9. Write two limitations of fund flow statement.
10. What is B.E.P. ?
11. Current ratio is 2.5, liquid ratio is 1.5, stock is Rs. 50,000, calculate current assets.
12. Give the meaning of Trend Analysis.

SECTION – B

Answer **any 5** questions.   (8×5=40)

13. Differentiate between cost account and management account.
14. Importance of Ratio Analysis. Explain.
15. Users of Management Accounting.
16. Differentiate cash flow statement and fund flow statement.
17. From the following information calculate inventory turnover ratio.

Credit sales	Rs. 3,00,000	Opening stock	Rs. 50,000
Cash sales	Rs. 5,00,000	Closing stock	Rs. 70,000
Sales return	Rs. 50,000	Gross profit	20%

18. From the following information prepare a fund flow statement for the year ended 31-12-2015.

Net profit	34,000
Purchase of land	40,000
Purchase of investment	80,000

P.T.O.

Issue of shares	1,00,000
Sale of plant	20,000
Depreciation charged	6,000
Dividend receivable	2,000
Decrease in working capital	18,000
Redemption of debentures	20,000
Redemption of preference shares	40,000
Dividend paid	10,000
Payment of tax	10,000
Sale of investment	14,000
Transfer to reserve	10,000

19. Prepare comparative income statement :

Particulars	31-3-2014	31-12-2015
Net sales	3,92,500	4,50,000
Cost of sales	2,25,000	2,50,000
General and Administrative Exp.	35,000	36,000
Selling expenses	40,000	45,000
Interest paid	12,500	15,000
Income tax	35,000	40,000

SECTION – C

(Compulsory)   (20×1=20)

20. Prepare common size Balance Sheet for 2014 and 2015.

Liabilities and Assets	2014	2015
Equity share capital	10,00,000	20,00,000
Reserves and surplus	6,00,000	8,00,000
Long-term loans	2,00,000	5,00,000
Sundry crs.	2,00,000	4,00,000
Fixed Assets	10,00,000	20,00,000
Investment	4,00,000	5,00,000
Current Assets	6,00,000	12,00,000

Reg. No.

V Semester B.B.A. 3 Degree Examination, Nov./Dec. 2018
MARKETING RESEARCH (Regular)

Time : 3 Hours
Max. Marks : 80

Instructions :
1) *Read the questions carefully and answer to the point.*
2) *Provide examples wherever necessary.*
3) *Section – 'D' is compulsory.*

SECTION – A

Answer **any 10** questions :
(10×2=20)

1. What is meant by research ?
2. State any 2 differences between market research and marketing research.
3. Mention any two sources of secondary data.
4. What do you mean by survey ?
5. Define scaling.
6. What is perceptual mapping ?
7. What is census ?
8. What is stratified random sampling ?
9. What is meant by validation ?
10. What is editing ?
11. What is data analysis ?
12. What is meant by report ?

SECTION – B

Answer **any four** questions :
(4×5=20)

1. Discuss the importance of market research.
2. Explain the various methods of survey research.
3. Explain the criteria for a good scale.
4. Differentiate between qualitative and quantitative research.
5. Explain the various techniques of probability sampling.
6. Explain the procedure of hypothesis testing.

SECTION – C

Answer **any 3** questions :
(3×10=30)

1. Explain in detail the contents of marketing research report.
2. Discuss the various problems faced by researcher during conducting research.

P.T.O.

3. It is required to test whether the proportion of smokers among students is less than that among the lecturers. Among 60 randomly picked students, 2 were smokers. Among 17 randomly picked lecturers, 05 were smokers. What is your conclusion ? ($\alpha = 5\%$ and K = 2.33).

4. Explain merits and demerits of scientific method.

5. Explain the significance of limitations of secondary data.

SECTION – D

Compulsory :   (1×10=10)

1. A "SRK" is an educational institution running B.B.A. course since from 25 years. But from last 05 years, this institution is loosing the course value and thereby the admissions for B.B.A. course has been falling down.

   As a research expert, draft a questionnaire and help "SRK" education institution to overcome the problem.

Reg. No.

V Semester B.B.A. 3 Examination, November/December 2018
PRODUCTION & OPERATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 80

Instructions : 1) Mention question numbers correctly.

2) Simple calculators are allowed.

SECTION – A

I. Answer **any 10** of the following.   (10×2=20)

1) What is Production Management ?

2) What is Automation ?

3) What is Plant location ?

4) Define Ergonomics.

5) What is Industrial Accident ?

6) What is efficiency ?

7) What is method study ?

8) What is Acceptance sampling ?

9) What is Quality ?

10) Expand ERP and MRP.

11) What is Aggregate planning ?

12) Define loading.

SECTION – B

II. Answer **any 4** of the following.   (4×5=20)

13) Explain in brief the objectives of production management.

14) Explain the principles of Good Layout.

15) Write a note on Master Production Scheduling.

16) Briefly explain factors affecting productivity.

17) Explain in brief tools and techniques of improving productivity.

18) Explain types of capacity planning.

SECTION – C

III. Answer **any 3** of the following. (3×10=30)

19) Explain the various function of Production Management.

20) Explain the various factors which influence the decision of selecting a location.

21) What is Work study ? Explain its procedure.

22) Explain the role of production manager.

23) Construct $\overline{X}$ and R chart from the data given below and also comment on the chart.

Given; $A_2 = 0.58$, $D_3 = 0$ and $D_4 = 2.11$

Sample No.	Sample Observations
1	19, 24, 80, 81, 81
2	36, 54, 69, 77, 84
3	42, 51, 57, 59, 78
4	51, 74, 75, 78, 132
5	60, 60, 72, 95, 138
6	18, 20, 27, 42, 60
7	15, 80, 39, 62, 84
8	69, 109, 113, 118, 153
9	64, 90, 93, 109, 112
10	61, 78, 94, 109, 136

SECTION – D

IV. **Compulsory.** (1×10=10)

24) There are 4 jobs which are to be processed through 3 machines M_1, M_2 and M_3 in the order $M_1 \rightarrow M_2 \rightarrow M_3$.

Jobs	M_1 Hours	M_2 Hours	M_3 Hours
a	22	16	20
b	16	14	18
c	17	15	16
d	18	13	17

Determine the Total Operation Time.

Reg. No.

V Semester B.B.A.3 Degree Examination, November/December 2018
BUSINESS LAW

Time : 3 Hours

Max. Marks : 80

Instructions :   1) *Write question number correctly.*

2) *Answer to the point.*

3) *Part D is compulsory.*

PART – A

Answer **any ten** of the following.

(10×2=20)

1. What is contract ?

2. What is an offer ?

3. What is executory contract ?

4. What is Business law ?

5. What is bailment ?

6. What is pledge ?

7. Define consumer.

8. What is acceptance ?

9. What is IT Act ?

10. What is undue influence ?

11. Define agent.

12. What do you mean by RTI ?

PART – B

Answer **any four** of the following.

(4×5=20)

13. Who are competent parties to enter contract ?

14. Explain the position of minor under Indian Contract Act, 1872.

15. Distinguish between Fraud and misrepresentation.

16. Various modes of discharge of contract.

17. Explain essentials of valid offer.

18. Distinguish between void agreement and voidable agreements.

PART – C

Answer **any three** of the following. (3×10=30)

19. Define consideration. "No consideration no contract". Explain.

20. All contracts are agreements but all agreements are not contract. Explain.

21. What is a contract of agency ? Discuss various modes of creation of agency.

22. Describe the machinery provided by the Consumer Protection Act for the settlement of consumer dispute.

23. What is consent ? Explain the elements related to free consent.

PART – D

Solve **any one** practical problem. (1×10=10)

24. Ram offered to sell his mobile for Rs. 25,000 but Sham said that he will pay Rs. 20,000 for the mobile. Ram sold mobile to Laxman. Sham filed a case saying that he was ready to buy the mobile at the original price. Will he succeed ?

25. A threatened to B that he will kill him if he don't agree to sell his house to A. Is it a valid contract ?

Reg. No.

V Semester B.B.A.3 Degree Examination, November/December 2018
BUSINESS TAXATION
(Regular)

Time : 3 Hours   Max. Marks : 80

Instructions :   1) Calculators are allowed
                      2) Part – IV is compulsory.

PART – I

Answer **any ten** of the following.   (10×2=20)

1. Define income tax.

2. Define Assessment year.

3. Define salary.

4. What is let out property ?

5. What is long term capital gain ?

6. What do you mean by G.S.T. ?

7. What is Agricultural income ?

8. What is book profit ?

9. Define business.

10. Who is person ?

11. Define indirect tax.

12. Mention any two taxfree incomes.

PART – II

Answer **any four** of the following.   (4×5=20)

13. Explain in brief advantages of G.S.T.

14. Distinguish between direct tax and indirect tax.

15. How do you determine the residential status of an individual ?

16. Explain in brief customs duty.

17. Mr. Kiran is the owner of the House property from the following particulars, compute Gross Annual value.

Fair rental value	Rs. 45,000
Municipal value	Rs. 40,000
Standard Rent	Rs. 42,000
Actual Rent	Rs. 36,000
Unrealized Rent	Rs. 3,000

P.T.O.

18. From the following details of Anand, compute taxable HRA.

   i) Basic Salary Rs. 8,000 p.m.

   ii) DA Rs. 1,000 p.m. (Enters into Retirement benefit).

   iii) HRA Rs. 1,500 p.m.

   iv) Bonus Rs. 6,000 p.a.

   v) Actual rent paid by Anand Rs. 1,600 p.m.

PART – III

Answer **any three** of the following. (3×10=30)

19. Compute the Gross total income of Mr. Ramchandra from the following particulars if he is

   i) Resident

   ii) Not ordinary resident

   iii) Non Resident.

   a) Profit from business in Raichur Rs. 50,000

   b) Rent from House property in Bangladesh but received in India Rs. 50,000

   c) Income from agriculture in England Rs. 10,000 received there and spent Rs. 5,000 for childrens education studying in England

   d) Profits from business established in Japan but controlled from India Rs. 30,000 of which Rs. 20,000 remitted to India.

   e) Past untaxed foreign income remitted to India in the previous year Rs. 80,000.

   f) Interest on investment in New york Rs. 20,000 earned and received there.

   g) Salary received in India for the service rendered in Canada Rs. 30,000.

   h) Leave salary accrued in India but received in London Rs. 40,000.

20. From the following particulars furnished by Mr. Satish, compute his income from business for the A.Y. 2018 – 19.

Particulars	Amount	Particulars	Amount
To Salaries	2,20,000	By Gross Profit	12,00,000
To Office rent	1,80,000	By Rent from	1,44,000
To General Expenses	60,000	House property	
To Sales Tax	20,000	By Interest on POSB A/c	69,400
To Income Tax	30,000	By Share of Income from H.U.F.	1,00,000
To Bad debts	15,000		
To Municipal taxes	24,000		
To Reserve for bad and doubtful debts	14,000		
To Fire Insurance	5,000		
To Car expenses	80,000		
To LIC premium	40,000		

To Donation	1,20,000	
To Depreciation	1,00,000	
To Net Profit	6,05,400	
	15,13,400	**15,13,400**

Other information.

1) Municipal taxes and fire insurance pertain to House property let out.
2) Half of the car expenses relates to his personal use.
3) Depreciation allowable amounted to Rs. 80,000.

21. Mr. Mahantesh supplies the following particulars of House properties held in him for previous year 2017 – 18.

	Self Occupied	Let out Residence	Let out Shop
Municipal value	24,000	63,000	72,000
Rent received	–	60,000	80,000
Municipal taxes	3,600	10,800	21,600
Repairs	3,000	6,000	7,500
Insurance	150	600	1,200
Interest on loan for construction	18,000	6,000	3,000
Collection charges	–	3,000	1,800
Ground rent	–	1,800	2,400

Compute his income from House property taking into consideration that the House let out for shop remained vacant for two months and unrealized rent of Rs. 2,000 on House let out for residence

22. Dr. Swati is a medical practitioner of Belagavi from the following, calculate her income from profession for the Assessment Year 2018 – 19.

Particulars	Amount
1. Gross receipts from Dispensary	23,500
2. Gross receipts from consultation	16,500
3. Operation fees	25,000
4. Visiting fees	5,000
5. Gifts from patients	3,000
6. Medicines purchased	12,500
7. Closing stock of Medicines	3,500
8. Salaries paid to employees	15,000
9. Surgical equipments purchased	4,800
10. He owns a house whose Municipal value is Rs. 5,000. Half portion of the House is used for profession. Expenses paid on house. Municipal taxes 10% of Municipal value repairs Rs. 1,000	
11. Medical books purchased	2,000

23. Mr. AK is an employee in a Private Company in Bengaluru from the following information, compute his income from salary for the Assessment year 2018 – 19.
    a) Basic salary Rs. 10,000 per month.
    b) Dearness Allowance Rs. 5,000 per month.
    c) City compensation allowance Rs. 1,000 per month.
    d) Education allowance for 2 children at 200 per month per child.
    e) Conveyance allowance Rs. 8,000 paid only for office purpose.
    f) House rent allowance Rs. 1,000 per month but he actually pays rent of Rs. 2,000 per month.
    g) He contributes 18% of his salary to recognized provident fund. The company contributes the some amount.
    h) He is provided with motor car with driver of 1600 CC for both personal as well as office use.
    i) He paid profession tax of Rs. 2,000.

PART – IV

Compulsory. (10×1=10)

24. X,Y and Z are partners in a firm sharing profits and losses equally. Z is a non working partner. The following is their Profit and Loss account for the year ended 31-3-2018.

Particulars	Amount	Particulars	Amount
Salary to staff	15,000	Gross profit	1,92,000
Salary to partners		Interest on Govt. Securities	8,000
X – 40,000			
Y – 20,000	60,000		
Interest on capital			
@ 20%			
X – 10,000			
Y – 8,000			
Z – 2,000	20,000		
Sales tax paid	1,600		
Income tax paid	2,000		
Donations	1,000		
Depreciation	3,000		
General expenses	5,000		
Net profit			
X – 28,800			
Y – 28,800			
Z – 28,800	86,400		
	2,00,000		**2,00,000**

Other information :
a) Depreciation allowable amounted to Rs. 4,000
b) General expenses include Rs. 4,000 commission to Z.
Compute income of partnership firm for the Assessment year 2018–19.

Reg. No.

V Semester B.B.A.3 Examination, Nov./Dec. 2018
GENERAL MANAGEMENT/EVENT MANAGEMENT
Specialization – 1

Time : 3 Hours

Max. Marks : 80

Instructions : 1) *Write questions number properly.*

2) *Use diagram wherever necessary.*

SECTION – A

Answer **any ten** questions :

(2×10=20)

1. What is event infrastructure ?

2. What is the meaning of code of ethics in event management ?

3. Who are "core people" in an event ?

4. Mention the two types of customer in event market.

5. What are cultural events ?

6. What is the meaning of revenue oriented strategy ?

7. What is the meaning of promotions in event ?

8. What is event life cycle ?

9. What is event planning ?

10. Mention any two internal drivers for evaluating events.

11. What is the meaning of the term "Evaluation" ?

12. Mention any two typologies of event market.

SECTION – B

Answer **any four** questions :

(5×4=20)

1. Explain any five features of an event.

2. Explain the benefit levels of an event.

3. Discuss any five forms of outdoor media used in event promotions.

4. Write a short note on heading and coordinating in event management.

5. Enumerate the different types of critical evaluation points from event organisers point of view.

6. What is artistic event ? Explain its characteristics.

7. Discuss the major activities involved in initiation phase of event life cycle.

P.T.O.

SECTION – C

Answer **any three** questions :   (3×10=30)

1. Explain in detail the different types of event.
2. Explain in detail the different types of customers in event market.
3. Discuss the different types of promotion methods used in event.
4. Enumerate the key factors in planning an event.
5. What is measuring performance ? How is the gap between the expected and the actual performance measured ?

SECTION – D

(Compulsory)   (1×10=10)

1. Jai Hind Sports Club Bengaluru is organising state level football tournament. Prepare an event plan for the same.

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Reg. No. ☐☐☐☐☐☐☐☐

V Semester B.B.A.3 Degree Examination, Nov./Dec. 2018
WORKING CAPITAL MANAGEMENT (Finance Specialisation)

Time : 3 Hours   Max. Marks : 80

Instructions : 1) Calculators are allowed.
2) Section – D is compulsory.

SECTION – A

Answer any **10** questions.   (2×10=20)

1. What is short-term capital ?
2. What is operating cycle ?
3. What is cash budget ?
4. What is factoring ?
5. What is recourse factoring ?
6. What do you mean by receivables ?
7. What is trade discount ?
8. Define inventory.
9. What is VED analysis ?
10. How do you determine danger level ?
11. What is working capital management ?
12. What is hedging approach ?

SECTION – B

Answer **any 4** questions.   (5×4=20)

13. Explain factors affecting working capital requirements.
14. Explain in detail the mechanism of factoring.
15. Discuss any five different tools and techniques of inventory management.
16. Calculate EOQ. Annual consumption 40000 units cost of placing an order Rs. 9 carry cost 0.30.
17. Venkatesh Corporation sells on terms 2/10, net 45. Annual sales are Rs. 15,00,000, 25% of its customers pay on 20th day and enjoy cash discount its account receivables on an average is Rs. 2,00,000. What is average collection period on non-discounted sales ?
18. Explain need for cash management ?

SECTION – C

Any three.   (10×3=30)

19. From the following information compute operating cycle and cash cycle in days assuming 365 days.

Raw materials stock	1,60,000
Work-in-progress stock	1,75,000
Finished goods stock	1,30,000
Raw materials consumed	20,00,000
Total production cost	40,00,000
Cost of sales	50,00,000
Sales	60,00,000
Average debtors	2,40,000
Average creditors	1,50,000
Credit purchase	40,00,000

20. The Board of Directors of Western Ltd. require you to estimate working capital needs from the following details. Level of activity of the firm is 150000 units.

Estimate of costs	Per unit cost
Raw material	35
Labour	25
Overheads	20
Total cost	**80**
Profit	20
Selling price	**100**

Additional Information :

1) Raw materials remain in stock for 2 months.
2) Material processing time is one month.
3) Credit by suppliers is 3 month and customers 4 months.
4) Wages are delayed by half a month, whereas overheads payments delayed one month.
5) $\frac{1}{3}$ rd of output is sold against cash.
6) Cash in hand is expected to be Rs. 2,00,000.

21. Explain in detail the different types of factoring.

22. Explain importance of working capital.

23. A firm has credit sales amounting to Rs. 32,00,000. The sales price per unit is Rs. 40. The variable cost is Rs. 25 per unit. While the average cost per unit is Rs. 32. The average age of accounts receivable of the firm is 72 days. The firm is planning to tighten credit standards. It will result in a fall in sales volume to Rs. 28,00,000 and average age of accounts receivable to 45 days. Assume 20% rate of return. Is the proposal under consideration feasible ?

SECTION – D (Compulsory)   (10×1=10)

24. Prepare cash budget for the months April, May, June 2005.

Month	Sales	Purchase	Wages	General Expenses
Feb.	2,00,000	1,60,000	16,000	10,000
March	2,40,000	2,00,000	20,000	12,000
April	1,40,000	1,20,000	14,000	8,000
May	2,20,000	2,00,000	20,000	10,000
June	1,60,000	1,40,000	18,000	14,000

Other information :

1) All sales are on cash basis.
2) All purchases are on cash basis.
3) 50% of wages paid during month, arrears in the next month.
4) General expenses paid as one month arrears.
5) Opening cash balance Rs. 8,000.

Reg. No. ☐☐☐☐☐☐☐☐

V Semester B.B.A.2 Degree Examination, November/December 2018
BUSINESS LAW (Theory)
(Repeaters)

Time : 3 Hours

Max. Marks : 80

Instructions :   *1) Answer properly to point.*
   2) Write question number correctly.
   3) Section – C is compulsory.

SECTION – A

(10×2=20)

1. Answer **any ten** of the following :
   a) What is business law ?
   b) What is a contract ?
   c) What is unfree consent ?
   d) Who is minor ?
   e) Who is an Agent ?
   f) What is continuing guarantee ?
   g) What is Bailment ?
   h) What is IT Act 2000 ?
   i) What are cyber crimes ?
   j) What is RTI Act ?
   k) Who is a consumer ?
   l) What is discharge of a contract ?

SECTION – B

(5×8=40)

Answer **any five** of the following :
2. What are the essentials of a valid contract ? Explain.
3. Enumerate the Quasi-contracts.
4. State the essentials of a valid consideration.
5. Explain briefly the rules for payment of damages on breach of a contract.
6. Distinguish between contract of indemnity and contract of guarantee.
7. What is the machinery set up for settlement of consumer disputes ? Explain.
8. State the rights and duties of principal and agent.
9. Write short notes on **any two** :
   i) Capacity to contract.
   ii) Agent and servant.
   iii) Contract of pledge.

SECTION – C

(4×5=20)

10. Case Studies **compulsory**.
   a) P appointed R who is a minor as an agent in his business. Is it a valid creation of agency ?
   b) A, magician agreed to find treasure by magic and B agreed to pay Rs. 5,000/-. Is it a valid contract ?
   c) A supplied to B who is a Lunatic, with necessaries of life worth Rs. 3,000. B refused to pay. How can a recover the amount ?
   d) D borrowed Rs. 5,000/- from a bank and S is the surety. D failed to pay the loan amount with interest Rs. 1,000. What is the liability of S ?

Reg. No. ☐☐☐☐☐☐☐

V Semester B.B.A.2 Examination, November/December 2018
HUMAN RESOURCE MANAGEMENT (Repeater)

Time : 3 Hours   Total Marks : 80

SECTION – A

I. Answer **ten** of the following.   (10×2=20)
   1) What is take home salary ?
   2) Mention two causes of grievances.
   3) What is training ?
   4) Define HRM.
   5) Mention two objectives of training.
   6) What is demotion ?
   7) What is job enlargement ?
   8) What is employee morale ?
   9) What is purpose of stress interview ?
   10) What is placement ?
   11) What do you mean by performance appraisal ?
   12) What arc industrial ?

SECTION – B

II. Answer **any five** of the following.   (5×8=40)
   1) Explain the significances of HRM.
   2) Explain types of interviews.
   3) Explain grievance redressal procedures.
   4) Explain the methods of training.
   5) Factors influencing salary and wage structure.
   6) Explain advantages of human resource planning.
   7) Explain brief fucntions of HRM.

SECTION – C

III. Answer the following.

   Omkar dairy is a firm which involves in procuring and marketing activities now they
   want to expand their business to entire Karnataka.

   a) As HR managers you are asked to prepare advertisement copy for recruitment.   (10×1=10)
   b) Suggest suitable selection method for 5 marketing officers and 25 sales executives.   (10×1=10)

Reg. No. ☐☐☐☐☐☐☐

V Semester B.B.A.2 Examination, November/December 2018
STOCK EXCHANGE MARKET
(Repeaters)

Time : 3 Hours 　　　　　　　　　　　　　　　　　　　　　　Max. Marks : 80

Instruction : Section "C" is compulsory.

SECTION – A

I. Answer **any ten** questions of the following : 　　　　　　　　　　(2×10 =20)

　　1) What is Dematerialisation ?

　　2) What is Financial Markets ?

　　3) What is T-Bills ?

　　4) What is sensex ?

　　5) Who is a bull ?

　　6) Who is a bear ?

　　7) Name two regional stock exchanges in Karnataka.

　　8) Expand TCS and SAIL.

　　9) Expand AMC and AMFI.

　　10) Who is Merchant Banker ?

　　11) What do you mean by money market funds ?

　　12) Mention different types of Mutual funds.

SECTION – B

II. Answer **any five** questions of the following : 　　　　　　　　　　(8×5 =40)

　　13) Functions of Financial Markets. Explain.

　　14) Explain the characteristics of Capital Markets.

　　15) What is OTCEI ? Explain features of OTCEI.

　　16) Explain the working of Bombay Stock Exchange.

　　17) Explain the functions of Merchant Banker.

　　18) Explain the procedure of purchasing a share in secondary market.

　　19) Explain the types of Intermediaries in Financial Markets.

SECTION – C
(Compulsory) 　　　　　　　　　　　　　　　　　(10×2 =20)

　　20) Explain the working of Nation Stock Exchange.

　　21) Write a note on Mutual Funds Schemes in India.

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Reg. No. ☐☐☐☐☐☐☐

V Semester B.B.A. 2 Degree Examination, November/December 2018
MARKETING – II (Repeaters)

Time : 3 Hours   Max. Marks : 80

Instructions :   *1) Read the questions carefully and answer to the point.*

                 2) Provide examples, wherever necessary.

                 3) Section – C is compulsory.

SECTION – A

Answer **any 10** questions.   (10×2=20)

1. State any two differences between industrial and consumer buying behaviour.

2. Mention any 2 variables of Psycho graphic segmentation.

3. What is E-marketing ? Give an example.

4. State any 2 differences between retailer and wholesaler.

5. What is turnkey projects ?

6. What is international marketing ?

7. What is Niche marketing ?

8. What are supermarkets ?

9. What is behavioural segmentation ?

10. What is consumer behavior ?

11. State any 2 internal influences that affect consumer buying behaviour.

12. What is segmentation ?

SECTION – B

Answer **any 5** questions.   (5×8=40)

1. Explain the various roles of buying centers of an organisation.

2. Explain in detail the various methods of direct marketing.

3. Explain the various kinds of retailers.

4. Discuss the merits and demerits of retail chain stores.

5. Explain the buyer adoption process.

6. Explain the factors affecting while selecting an entry mode for international market.

7. Write a short note :

    a) International Marketing Mix

    b) STP approach.

SECTION – C

Compulsory :   (12+08=20)

1. A "RBk Co. Pvt. Ltd", a leading company in cosmetic market. Now this company is planning to open its operations in foreign. As a marketing export, suggest "RBk" company in entering a foreign market.

2. Explain the various external influences affecting consumer buying behavior.