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V Semester B.B.A 3 Degree Examination, September - 2020**MARKETING RESEARCH****(Repeater/Regular)****Time : 3 Hours****Maximum Marks : 80*****Instructions to Candidates:***

- 1) Simple Calculators are allowed.
- 2) Part D is Compulsory.

PART - A**Answer any TEN questions. 2 marks each:****(10×2=20)**

- 1) Define Research.
- 2) Describe field study.
- 3) What is field survey.
- 4) What do you mean by laboratory experimentations?
- 5) What is open ended question?
- 6) What is Depth Interview?
- 7) What is Sample Unit?
- 8) What do you mean by Universe?
- 9) What is Editing?
- 10) What is Coding?
- 11) What is Hypothesis testing?
- 12) What is meant by Sample?

[P.T.O.]

**PART - B****Answer any FOUR questions. 5 marks each:****(4×5=20)**

- 1) Explain briefly the functions of Business Research.
- 2) Differentiate between primary and secondary data?
- 3) What are the different methods of survey Research?
- 4) What are the different types of perceptual mapping?
- 5) What are the different types of Attitudinal scales?
- 6) Explain briefly the steps of sampling process.
- 7) Differentiate between field & Laboratory experiment.

PART - C**Answer any THREE questions. 10 marks each:****(3×10=30)**

- 1) What are the essential requirements of a research report?
- 2) Briefly discuss the Importance and Limitations of Business Research.
- 3) What is Questionnaire? Discuss briefly different types of questionnaire.
- 4) What is Observation? Explain various methods of observations.
- 5) What do you mean by probability sampling? What are various probability sampling techniques?

PART - D**(Compulsory)****(1×10=10)**

- 1) The mean of two large samples of sizes 1000 and 2000 are 67.5 and 68.0 respectively. Test the equality of mean of the two populations each with standard deviation 2.5. Tat at 5% level of significance. (K=1.96)
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V Semester B.B.A. 3 Degree Examination, September - 2020
PRODUCTION & OPERATION MANAGEMENT
(Repeater/Regular)

Time : 3 Hours

Maximum Marks : 80

SECTION - A

I) Answer any ten of the following :

(10×2=20)

1. What is Operations Management?
2. What is Plant Layout?
3. What is Industrial Accident?
4. What is Quality Control?
5. What is Automation?
6. What is Productivity?
7. What are Quality Circles?
8. What is Production Planning and Control?
9. What are Control Charts?
10. Expand: TQM, SQC.
11. What is Sequencing?
12. What is Ergonomics?

SECTION - B

II) Answer any four of the following :

(4×5=20)

13. Explain the functions of Production Management.
14. What are the tools and techniques of improving Productivity?
15. What is Ergonomics? Explain its benefits.
16. What is Safety and what are the measures have to take for safety in Factory?
17. Discuss the objectives of Work Study.
18. List out the steps to construct Mean Chart (\bar{x})

P.T.O.



SECTION - C

III) Answer any three of the following : (3×10=30)

19. What is Capacity Planning and briefly explain Capacity Planning Process.
20. List down the difference between Production Management and Operations Management.
21. The following data gives readings to 10 Samples of Size 6 each in the production of a certain components :

Sample :	1	2	3	4	5	6	7	8	9	10
Mean X :	383	508	505	582	557	337	514	614	707	753
Range R :	95	128	100	91	68	65	148	28	37	80

Draw Control Chart for X. Can one assume that all Samples are from homogeneous lot? (Given for $n = 6$, $A_2 = 0.483$, $D_3 = 0$, $D_4 = 2.004$).

22. Explain the factors affecting Plant Location.
23. What is Work Study? Explain its procedure.

SECTION - D

IV) Compulsory (1×10=10)

24. There are 6 Jobs to be processed on 3 different machines in the Order $M_1 \rightarrow M_2 \rightarrow M_3$

Jobs	Processing Time (Hours)		
	M_1	M_2	M_3
a	8	3	8
b	3	4	7
c	7	5	6
d	2	2	9
e	5	1	10
f	1	6	9

Determine the sequence that will minimize total time and operation time using Johnson's Rule.

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V Semester B.B.A. 3 Degree Examination, September - 2020

BUSINESS TAXATION

(Repeater/Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Simple 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 Salary.
- 3) Define Profession.
- 4) What is Book Profit?
- 5) Define Assessment Year.
- 6) What do you mean by GST?
- 7) What is Agricultural Income?
- 8) What is Long Term Capital Gain?
- 9) Define Perquisite.
- 10) What is Self Occupied Property?
- 11) Mention any two tax free incomes.
- 12) Define Indirect Tax.

PART - II

Answer any FOUR of the following :

(4×5=20)

- 13) Distinguish between Direct & Indirect Tax.
- 14) Explain in brief Customs Duty.
- 15) How do you determine the Residential Status of Individual?
- 16) From the following details of House Property, compute the Gross Annual value.

	House - I	House - II
Fair rent	42,000	60,000
Municipal Value	40,000	60,000
Standard Rent	41,000	50,000
Actual Rent	40,000	54,000

[P.T.O.]



- 17) From the following details of Sanju, compute taxable HRA :
- Basic Salary Rs.8,000 p.m.
 - DA Rs.1,000 p.m
 - HRA Rs.1,500 p.m
 - Bonus Rs.6,000 p.a
 - Actual rent paid by Sanju Rs.1,600 p.m
- 18) Mention whether the following expenses are allowable or not while computing Business Income :
- Interest on Capital.
 - Purchase of Machinery.
 - Pooja expenses.
 - Bad Debts.
 - Sales Tax.
 - Income Tax.
 - Provision for Doubtful Debts.
 - Salary to Staff.

PART - III

Answer any **THREE** of the following :

(3×10=30)

- 19) From the following particulars of Mr. Anand during the Previous Year 2018-19, compute his taxable income if he is :
- Resident.
 - Not Ordinary Resident.
 - Non Resident.
- Income from Agriculture in London received in India Rs.50,000.
 - Income accrued in India, but received in Australia Rs.25,000.
 - Payment received in United Kingdom for service rendered in Belagavi Rs.25,000.
 - Salary received in India Rs.50,000 for service rendered in Japan.
 - Income from business (controlled from India) in U.S.A. Rs.40,000 received there.
 - Income earned and received in France from Bank Deposit Rs.10,000.
 - Interest in respect of Securities in a French Company received outside India Rs.25,000.
 - Business profits earned outside India in the past, but remitted to India in the Previous Year Rs.10,000.
- 20) Compute Income from Salary of Mr. AK for the Assessment Year 2019-20 who is working in Belagavi :
- Basic Salary Rs.10,000 p.m.
 - Dearness Allowance Rs.2,000 p.m.

- c) HRA Rs.2,000 p.m.
 d) Entertainment Allowance Rs.2,000 p.m.
 e) Free Gifts from the Company Rs.10,000 p.a.
 f) Employer's contribution to RPF at 15% of Salary.
 g) Interest received on RPF balance at 10% p.a. Rs.3,000.
 h) Company provided a small Car with Driver to employee for office and private purpose.

21) From the following particulars, compute the Income from House Property for the Assessment Year 2019-20 :

Particulars	House -I	House -II
Municipal Value p.a.	1,20,000	1,60,000
Municipal Tax	12,000	16,000
Rent receivable per month	---	20,000
Repairs	22,000	44,000
Interest on loan for Construction	20,000	40,000
Insurance	3,000	4,000
Rent collection charges	---	8,000
Cost of Amenities	---	40,000

22) From the following particulars, compute Business Income of Mr. Ramchandra for Assessment Year 2019-20 :

Particulars	Amount	Particulars	Amount
To Salaries	90,000	By Gross profit	3,50,000
To Rent	20,000	By Dividend	8,400
To Service Charges	4,000	By Interest on Post Office S.B. A/c.	1,200
To Legal Expenses	5,000		
To Reserve for Income Tax	6,000		
To Depreciation	12,000		
To Expenses on acquisition of Patent Rights	56,000		
To Office Expenses	42,000		
To Contribution to RPF	12,000		
To Bad Debts	4,500		
To Donations	2,500		
To Net Profit	1,05,600		
	<u>3,59,600</u>		<u>3,59,600</u>

[P.T.O.]

**Additional Information :**

- 1) Legal Expenses include Rs.2,000 incurred by the Assessee for defending Criminal Case against him.
 - 2) Depreciation of the year on the Assets other than Patent Rights is Rs.16,000.
 - 3) Contribution to RPF includes Rs.2,000 not yet paid.
- 23) What is GST? Explain advantages and disadvantages of GST.

PART - IV**Compulsory****(1×10=10)**

- 24) A, B and C are equal Partners in a Firm sharing profits and losses equally. C is a non working partner. The following is their Profit and Loss Account for the year ending 31-3-2020 :

Particulars	Amount	Particulars	Amount
Salary to Staff	30,000	Gross profit	4,00,000
Salary to Partners :			
A - 80,000			
B - <u>40,000</u>	1,20,000		
Interest on capital @ 20% :			
A - 20,000			
B - 16,000			
C - <u>4,000</u>	40,000		
Sales Tax paid	3,200		
Donations	2,000		
Income Tax paid	4,000		
Depreciation	6,000		
General Expenses	10,000		
Advertisement	12,000		
Net Profit :			
A - 57,600			
B - 57,600			
C - <u>57,600</u>	1,72,800		
	<u>4,00,000</u>		<u>4,00,000</u>

Other Information :

- a) Depreciation allowable amounted to Rs.8,000.
 - b) General Expenses include Rs.8,000 being Commission to C.
- Compute income of Partnership Firm for the Assessment Year 2019-20.



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V Semester B.B.A 3 Degree Examination, September - 2020
EVENT MANAGEMENT

Time : 3 Hours**Maximum Marks : 80****Instructions to Candidates:**

- 1) Mention question numbers correctly.
- 2) Part D is Compulsory.

PART - AAnswer any **Ten** questions.**(10×2=20)**

1. What is an event?
2. Explain the code & ethics in event management.
3. What is event planning?
4. Define event product.
5. Describe merchandising.
6. What is event life cycle.
7. What do you mean by segmentation?
8. What is event proposal?
9. Express four types of events.
10. What is event blue print?
11. What are ad-hock events?
12. State any typologies of event market.

[P.T.O.]

**PART - B**

Answer any **Four** questions.

(4×5=20)

13. Explain the features of events.
14. Explain the EMIS in detail.
15. Write a note on benefit levels in event products.
16. Explain the importance of event management.
17. Discuss the various networking components in promising event.
18. What is event property? State its significance.

PART - C

Answer any **Three** questions.

(3×10=30)

19. Explain in detail the different types of events.
20. Explain the prerequisites (checklist) for effective pricing in an event.
21. What is organising? What are the participants involved in it? Explain.
22. What kinds of promotion methods are used in events?
23. "Accurately planned events, least chances of going wrong" Comment.

PART - D (Compulsory)

(1×10=10)

24. Swarnim Sports Club is organising State Level 20-20 Cricket Tournament. Prepare an event plan for the same.
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V Semester B.B.A. 3 Degree Examination, September - 2020

WORKING CAPITAL MANAGEMENT

(Repeater/Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Simple Calculators are allowed.
- 2) Section D is Compulsory.

SECTION - A

Answer **any TEN** questions.

(10×2=20)

1. What is working capital?
2. What is operating cycle?
3. Mention the objectives of working capital management.
4. What is hedging approach?
5. What are the motives for holding inventory?
6. Mention the variables of credit policy.
7. Define maximum stock level.
8. What do you mean by 3/10 net 45?
9. Define factoring.
10. What is VED Analysis?
11. What is cash budget?
12. Define trade discount.

SECTION - B

Answer **any FOUR** questions.

(4×5=20)

13. Explain the motives for holding cash.

[P.T.O.]



14. Calculate EOQ from the following information .
Annual consumption - 38000 units.
Ordering cost - Rs.9 per order.
Carrying cost - 15%
15. Write a short note on factoring.
16. Jyothi Ltd sells goods on terms 2/10 net 45. Annual Sales are Rs.15,00,000 . 25% of its customers pay on 10th day and enjoy the cash discount. Its account receivables on an average is Rs.2,00,000. What is the average collection period on non-discount sales?
17. Calculate
- Reorder level.
 - Reorder Quantity.
 - Maximum stock level from the following information.
Minimum stock level : 5100 units.
Average stock level : 9100 units.
Consumption : Minimum -1600 units per month
Maximum - 3000 units per month.
Delivery period : Minimum -2 months
Maximum - 4 months.
18. Explain the objectives of Inventory Management.

SECTION - C

Answer any **THREE** questions.

(3×10=30)

19. From the following information, Compute the operating cycle.
Period covered - 365 days.
Average period of credit allowed by suppliers - 16 days.
Average total debtors outstanding - Rs.4,80,000.
Raw materials consumption - 44,00,000
Total production cost - Rs.1,00,00,000



Total cost of sales - Rs.1,05,00,000

Sales of the year - Rs.1,60,00,000

Average stock of Raw materials - Rs.3,20,000

Average stock of work in process - Rs.3,50,000

Average stock of finished goods - Rs.2,60,000

20. Explain the sources of working capital finance.
21. Arun Ltd supplies you following information in respect of year 2018. Sales (credit) units at Rs.10 each. Variable expenses 75% of sales. Fixed expenses Rs.1,00,000. Loss due to bad debts 4% on sales. Credit period 60 days. The company proposes to extend credit period by another 30 days and expects raise in sales by 10,000 units. Company also expects raise in debts by 1%. Cost of capital is 12%.

Is the new credit policy of the management advisable? (Assume 360 days in a year)

22. Explain in detail the mechanism of factoring.
23. From the following information relating to ABC Ltd. You are required to ascertain working capital requirements.

Elements of cost	:	Material	:	40%
		Labour	:	25%
		Overheads	:	15%.

The further information is given below:

- It is proposed to maintain a level of activity of 2,50,000 units.
- Selling price is Rs.14 per unit.
- Raw materials are expected to remain in stores for an average period of 1 month.
- Materials will be in process on an average half a month.
- Finished goods are to remain in ware house for 1 month.
- Credit period allowed by suppliers is 2 months.
- Credit period allowed to debtors is 3 months.
- A minimum of Rs.50,000 cash balance have to be maintained. You may assume that sales and production follow a constant pattern.



SECTION - D

(1×10=10)

(Compulsory)

24. Prepare a cash budget for the period April-June from the following information.

Months	Sales (Rs.)	Purchases	Wages	Factory Exp.
Feb	75,000	45,000	9000	7500
Mar	84,000	50,000	9750	8500
Apr	90,000	55,000	11,000	9000
May	1,20,000	60,000	13,000	11,000
June	1,50,000	62,000	15,000	14,000

Adjustments :

1. The cash balance on 1st April estimated at Rs.37,500
 2. 20% sales are on cash basis. Credit period allowed to customers 1 month.
 3. Material purchased are paid after 2 months.
 4. Delay in payment of wages & factory expenses 1 month.
 5. Income tax of Rs.57,500 to be paid in the month of June.
 6. The Company is to pay dividends to share holder is Rs.15,000 and bonus to workers Rs.25,000 in the month of April.
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