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VI<sup>th</sup> Semester B.B.A.3 Degree Examination, May - 2019

**SERVICES MANAGEMENT**

(RCU Fresh 2017-18)

Time : 3 Hours

Maximum Marks : 80

**Instructions :** Section D is compulsory.

**SECTION - A**

Attempt **any ten** questions. Each question carries **two** marks. **10x2=20**

1. Define Services.
2. What do you mean by 'Business consumer services' ?
3. What is Diversification ?
4. Give the meaning of Overfull demand.
5. What are servicescapes ?
6. Give the meaning of service life cycle.
7. What do you mean by 'customer expectations of services' ?
8. What is service quality ?
9. What is service recovery ?
10. What is service design ?
11. List the challenges of service design.
12. What is zone of tolerance ?



P.T.O.

## SECTION - B

Attempt any four questions. Each question carries five marks.

4x5=20

13. Distinguish between Goods and Services.
14. Explain obstacles in service marketing.
15. Explain with neat labelled diagram 'service life cycle'.
16. Enumerate the elements of physical evidence.
17. Explain factors affecting/influencing customer perception of service.
18. Explain various challenges of service design.
19. Explain components of service blue print.

## SECTION - C

Attempt any three questions. Each question carries ten marks.

3x10=30

20. Discuss role of services in an economy and also enumerate the importance of services.
21. Explain the marketing management process for services.
22. Explain service price and Elaborate on various methods of pricing services.
23. Explain the GAPS models of service quality in detail.
24. Explain stages involved in new service development.

## SECTION - D

[Compulsory]

25. Write a detailed note on 'hospital service marketing'.

1x10=10

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**VI Semester B.B.A.3 Degree Examination, May - 2019**  
**INTERNATIONAL BUSINESS MANAGEMENT**  
**(Regular) (2017-18)**

Time : 3 Hours

Max. Marks : 80

- Instructions :** (1) Mention question numbers correctly.  
(2) Section-D is compulsory.

**SECTION - A**

Answer any 10.

10x2=20

1. What is International Trade ?
2. What is Spot rate ?
3. What is MNC ?
4. Write any 2 objectives of WTO.
5. Expand DGFT and EOU.
6. What is Entrepot ?
7. What do you mean by Quota ?
8. What is BOP ?
9. What is devaluation of currency ?
10. What is Bill of Lading ?
11. Expand NAFTA and ASEAN.
12. Mention any 2 objectives of IMF.

**SECTION - B**

Answer any 4.

4x5=20

13. What is Trade Block ? Briefly explain any 2 trade blocks.
14. Explain the various problems faced in International business.
15. Explain the different types of Foreign Exchange.
16. Write a note on Export Promotion Councils.
17. Explain briefly the objectives and functions of IMF.
18. What are the various Import documents required for Importing goods ?

P.T.O.

SECTION - C

Answer any 3.

3x10=30

- 19. Explain various modes of entering International Business.
- 20. What are Incoterms ? Explain any 4.
- 21. What are the various measures taken by the Government to promote export ?
- 22. Explain the merits and demerits of MNC's.
- 23. Explain the various methods of Exchange Control.

SECTION - D

[Compulsory]

1x10=10

A SK (P) Ltd., is a compressor manufacturing company, who has engaged you as a consultant to export their products to Russia and Germany. Kindly advise the company regarding international trade and export procedure to be followed.

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VI Semester B.B.A.3 Degree Examination, May - 2019

**TOURISM AND HOSPITALITY MANAGEMENT**

**RCU Fresh (2017 - 18)**

Time : 3 Hours

Max. Marks : 80

**Instructions :** Answer to the specific point.

**PART - A**

Answer the following any ten questions, each carrying 2 marks.

2x10=20

1. What is tourism ?
2. What is Image Pricing ?
3. What are Ecotels ?
4. What is stay out pricing ?
5. Explain the meaning of term the 'excursionist'.
6. What is travel agency ?
7. What do you understand by cultural tourism ?
8. What are theme parks ?
9. What is visiting friends and relatives (VFR) Tourism ?
10. Classify hotels on the basis of services.
11. Explain the term custom regulations.
12. What do you understand by diplomatic or consular passport ?



P.T.O.

**PART - B**

Answer the following any four :

5x4=20

1. Explain in details the various components of tourism.
2. Explain the factors affecting tour costing.
3. Write a note on star ratings of hotels.
4. Enumerate the importance of town package.
5. Explain the characteristics of tourism products.

**PART - C**

Answer the following any three.

10x3=30

1. Give the classification of hotels on the basis of location, length of stay and theme.
2. Which are the local foods (Cuisines) of North Karnataka ? What are the promotion tools used for marketing of local foods ? In what ways can local foods help in promoting tourism of North Karnataka ?
3. Discover Kumbh, Discover India, Discover Yourself. Write a note on Kumbh 2019 an event of unparalleled grandeur.
4. Throw some light upon the supply and demand factors influencing tour pricing.
5. Give a brief note on hospitality and its related sectors enumerating theme parks, conventions, cruising, special events, recreation and leisure.

**PART - D**

Answer the following : (Compulsory)

10x1=10

1. Explain the linkages and arrangements of travel agencies with hotels, airlines and transport agencies.

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VI Semester B.B.A.3 Degree Examination, May - 2019  
**COMPANY LAW AND SECRETARIAL PRACTICE**  
**(Regular)**

Time : 3 Hours

Max. Marks : 80

**PART - A**

I. Answer any ten of the following :

10x2=20

1. Define Company.
2. What is a Private Company ?
3. State the steps in formation of a Company.
4. What is Table-A ?
5. What is Doctrine of Indoor Management ?
6. Define Company Secretary.
7. State four General Qualifications of a Company Secretary.
8. What is Certificate of Incorporation ?
9. How can the Directors be removed ?
10. What is a Meeting ?
11. What is a Resolution ?
12. What are Minutes ?

P.T.O.

**PART - B****II. Answer any four of the following :****4x5=20**

13. Explain any five types of Companies.
14. Explain the legal position of a Promoter.
15. Write a note on - Memorandum of Association.
16. Explain the role of Secretary in a Company.
17. As a Director of a Company what are the powers you can exercise ?
18. Write a note on - Doctrine of Ultra Vires.

**PART - C****III. Answer any three of the following :****3x10=30**

19. Explain the stages in the formation of a Company.
20. What qualifications you should have to be a Company Secretary ?
21. Write note on :
  - (a) Managing Director
  - (b) Types of Resolutions
22. Briefly explain the procedure for conversion of a Private Company to a Public Company and a Public Company to a Private Company.
23. As a Secretary of a Company state the requisites of a Valid Meeting.

**PART - D****(Compulsory)****IV. As a Secretary of RSK Co. Ltd., Draft a Notice, Agenda and Minutes of the Second Board Meeting of the Company. 10****- o o o -**



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VI Semester B.B.A.3 Degree Examination, May - 2019  
**Investment Decisions and Project Management**  
**(Specialisation IV Finance)**  
**(RCU - Fresh - 2017-18)**

Time : 3 Hours

Max. Marks : 80

- Instructions :** (1) Calculators are allowed.  
(2) Part - D is compulsory.

**PART - A**

Answer any Ten. Each carries Two marks.

10x2=20

1. What is Project - Management ?
2. What do you mean by preliminary screening ?
3. Mention two objectives of capital budgeting.
4. What is project control ?
5. What is Time value of money ?
6. What is B.E.P. ?
7. Give the formula to calculate 'ARR'.
8. Mention the forms of project organisation.
9. Expand IRR and BCR.

P.T.O.

10. What is Project planning ?

11. Mention the types of Project.

12. What is SWOT analysis ?

**PART - B**

Answer any Four. Each carries Five marks.

4x5=20

13. Explain the aspects of Technical analysis.

14. Calculate the future value of ₹ 7,000

(a) for 3 years and (b) for 5 years

The rate of interest is 10%.

15. Explain the essentials of Project control.

16. Calculate the Accounting Rate of Return (ARR) for the following project.

• Initial investment	:	80,000
Cash inflows I year	:	18,000
II year	:	22,000
III year	:	30,000
IV year	:	20,000

17. Calculate the pay-back period for the following projects.

Particulars	Project X	Project Y
• Cash outflow	36,000	40,000
• Cash inflows I year	12,000	15,000
II year	12,000	15,000
III year	12,000	15,000
IV year	12,000	15,000

18. Explain the methods of demand forecasting.



## PART - C

Answer any Three. Each carries Ten marks.

3x10=30

19. Calculate Internal Rate of Return of the following project.

Particulars	Amount	P.V. factor	
		at 25%	at 30%
• Investment	70,000	-	-
• Cash inflows			
I year	10,000	0.800	0.769
II year	20,000	0.640	0.592
III year	30,000	0.512	0.455
IV year	45,000	0.410	0.350
V year	60,000	0.328	0.269

20. Write a note on Financial Analysis.
21. Write a note on Human aspects of project management.
22. Write short notes on :
- Corporate appraisal
  - Project planning
23. Explain the aspects of Market - demand analysis.



P.T.O.

## PART - D

## Case - let

(Compulsory)

1x10=10

24. From the following information calculate

(a) NPV and (b) Profitability Index

of the two projects.

Particulars	Amount		P.V. factor
	Project X	Project Y	
• Investment	₹ 20,000	₹ 30,000	-
• Cash inflows			
I year	5,000	20,000	0.909
II year	10,000	10,000	0.826
III year	10,000	5,000	0.751
IV year	3,000	3,000	0.683
V year	2,000	2,000	0.620

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VI Semester B.B.A.2 Degree Examination, May - 2019

**WORKING CAPITAL MANAGEMENT**

**(Repeaters)**

Time : 3 Hours

Max. Marks : 80

- Instructions :** (1) Simple calculator is allowed.  
(2) Section 'C' is compulsory.

**SECTION - A**

Answer any 10 questions.

10x2=20

1. What is Working Capital Management ?
2. What is Operating Cycle ?
3. What is Factoring ?
4. Define Inventory.
5. What do you mean by 2/10 net 40 ?
6. What is ABC Analysis ?
7. What do you mean by Receivables ?
8. What is Cash Discount ?
9. What is Cash Budget ?
10. What is net-working capital ?
11. State few motives for Holding Cash.
12. What is Short term Capital ?

P.T.O.

## SECTION - B

Answer any 5 questions.

5x8=40

13. Explain the factors affecting working capital requirements.
14. Explain different types of Factoring.
15. Discuss any 5 different tools and techniques of Inventory Management.
16. Shri Ltd. sells on terms 2/10 net 45. Annual sales are ₹ 15,00,000. 25% of its customers pay on 10<sup>th</sup> day and enjoy cash. Discount its account receivables on an average is ₹ 2,00,000.

What is the average collection period on Non-Discount Sales ?

17. Neha Ltd. gives you the following information in respect of the year 2018. Sales (credit) 75,000 units at ₹ 10 each. Variable expenses 75% of sales. Fixed expenses ₹ 1,20,000. Loan due to Bad Debts 4% on sales. Credit period 50 days.

The Company proposes to extend credit period by another 30 days and expects rise in sales by 20,000 units. Company also expects rise in Debt by 2% cost of capital is 12%. Assuming 360 days in a year, advise the management if the new credit policy is applicable.

18. The following information is available from books of SJ Ltd.

Re-order Quantity 2500 units

Maximum Consumption - 1200 units per week

Minimum Consumption - 400 units per week

Re-order period - 3 to 5 weeks

Emergency delivery period - 2 weeks

Calculate the following :

- |                         |                         |
|-------------------------|-------------------------|
| (a) Re-order level      | (b) Minimum stock level |
| (c) Maximum stock level | (d) Average stock level |
| (e) Danger level        |                         |



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

Particulars	Amt (₹)
Raw Material Stock	1,50,000
Work in Progress Stock	2,00,000
Finished Goods Stock	1,50,000
Raw Materials Consumed	25,00,000
Total Production Cost	50,00,000
Cost of Sales	60,00,000
Sales	90,00,000
Average Debtor	2,50,000
Average Creditor	1,50,000
Credit Purchases	45,00,000

20. The Board of Direction of Western Ltd. require you to estimate working capital needs from the following details. Level of activity of the firm is 2,00,000 units.

Estimate of Costs	Per Unit Cost (₹)
Raw Material	70
Labour	50
Overheads	40
	<hr/>
	160
Profit	40
	<hr/>
Selling Price	200

**Additional Information :**

- Raw material remain in stock for 2 months.
- Material processing time is one month.
- Finished goods stocked for 1½ month on an average.
- Credit by suppliers is 3 months whereas customers take 4 months credit.
- 1/3<sup>rd</sup> of sales is in cash.
- Cash in hand is expected to be ₹ 2,00,000.
- Add 10% for contingencies.



**SECTION - C**  
**(COMPULSORY)**

21. Prepare a Cash Budget for 3 months, August - October 2018 from the following information of Scratchpad Ltd. 1x20=20

Month	Sales	Purchases	Wages	Overheads
June	30,00,000	12,00,000	3,00,000	2,50,000
July	40,00,000	15,00,000	3,50,000	2,75,000
Aug	45,00,000	18,50,000	4,00,000	2,60,000
Sep	40,00,000	20,00,000	3,40,000	2,50,000
Oct	50,00,000	15,00,000	4,00,000	2,75,000

**Other Information :**

- (a) All sales are on Cash Basis.
- (b) All purchases are on Cash Basis.
- (c) 50% of wages are paid during the month, arrears in the next month.
- (d) Overheads are paid as one month arrears.
- (e) Cash Balance on 1<sup>st</sup> August is ₹ 3,00,000.

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VI Semester B.B.A. Degree Examination, May - 2019

**OFFICE MANAGEMENT**

**BBA2 (RCU Repeaters)**

Time : 3 Hours

Max. Marks : 80

*Instructions : Section - C is compulsory.*

**PART - A**

Answer any Ten questions.

10x2=20

1. What is office accommodation ?
2. Define office.
3. What is office manual ?
4. Write any two significances of office organisation.
5. What do you mean by office layout ?
6. What is motion study ?
7. What is record management ?
8. What is office stationery ?
9. What is indexing method ?
10. What is office committee ?
11. Mention the forms of office.
12. What is Franking machine ?

P.T.O.

**PART - B**

Answer any Five questions.

5x8=40

13. Explain the qualities of a office manager.
14. Explain the principles of location of office.
15. Explain the functions of office.
16. Explain the elements of office environment.
17. Explain the advantages and disadvantages of time study.
18. Explain the necessity to control office stationery.
19. Explain the functions and responsibilities of office system.

**PART - C**  
**(Compulsory)**

Answer the following questions.

2x10=20

20. Explain the advantages and disadvantages of filing system.
21. Explain the office appliances and equipments used in modern office.

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