25/05/23

Printing Pages : 3 **Paper Code: F010202TB**

(C) (SVSU) : 2022-2023/R

Enrollment No. ☐☐☐☐☐☐☐☐☐☐

BBA

1st Year IInd SEMESTER EXAMINATION

MARKETING THEORY & PRACTICES

Time: - 3 Hrs] **[Max. Marks:-75]**

I. Long Questions : Answer any three **[10 X 3= 30]**

1. Define the term "Market" and "Marketing". Explain the different concepts of marketing?
2. "Marketing Mix is a mix of Mixes". Elucidate the statement.
3. What is Consumer Behaviour? Discuss the factors affecting consumer behaviour in detail
4. What are the various methods of segmenting the market? Explain the criteria for successful market segmentation.

II. Short Question: Answer any Six **[5X6= 30]**

1. What do you mean by Marketing Research?
2. Write a short note on Sales Promotion.
3. Explain the concept of positioning?
4. List and describe the steps in business buying behaviour.
5. Explain the factors affecting Pricing.
6. Differentiate between the products and services?.
7. Explain the importance of New Product Development.

III. Objective Questions : Answer all Questions **[1X15= 15]**

S.No	Question
1.	Today's marketers need ______________ A. Neither creativity nor critical thinking skills B. Both creativity and critical thinking skills C. Critical thinking skills but not creativity D. Creativity but not critical thinking skills

[P.T.O.]

2.	The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called A. Marketing strategy. B. Marketing control. C. Marketing analysis. D. Marketing implementation
3.	Segmentation is the process of: A. Dividing the market into homogenous groups B. Selecting one group of consumers among several other groups C. Creating a unique space in the minds of the target consumer D. None of these
4.	Good marketing is no accident, but a result of careful planning and ________. A. Execution B. Selling. C. Research. D. Strategies.
5.	The traditional view of marketing is that the firm makes something and then __________ it. A. Markets. B. Sells. C. Prices. D. Services.
6.	Groups that have a direct or indirect influence on a person's attitudes or behaviour is known as __________ A. Reference groups B. Family. C. Roles. D. Status.
7.	Re-marketing is related with creating demand for __________. A. Fresh products. B. Non-usable products C. Low quality products. D. Renewed use of products.
8.	Demographic segmentation refers to. A. The description of the people and the place in society. B. The description of the people's purchasing behaviour C. The location where people live D. Geographic regions.
9.	In selling concept, maximization of project of the firm is done through __________. A. Sales volume. B. Increasing production. C. Quality. D. Services.
10.	In ________segmentation, buyers are divided into different groups on the basis of life style or personality and values. A. Geographic. B. Demographic C. Psychographic. D. Beavioural.

11.	_____________Marketing means serving a small market not Served by competitions. A. Niche. C. Meta. B. Mega. D. None of these.
12.	The task of any business is to deliver _____________at a profit. A. Customer needs C. Customer value B. Products. D. Quality.
13.	_____________is the next stage of market segmentation. A. market targeting C. MIS. B. Positioning. D. Marketing.
14.	In the traditional _____________ concept, the main strategy of the company is to find customers for the product, manufactured by them and somehow convince the customer into buying this product. A. Selling. C. Production. B. Product. D. Marketing.
15.	Some companies are now switching from being product- centered to being more _____________centered. A. Competency. C. Sales. B. Marketing. D. Customer-segment.

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Printing Pages : 2 Paper Code: F010202TA (A) (SVSU) : 20

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B / I YEAR

ENROLLMENT NO.

B.B.A

1st Year IInd SEMESTER EXAMINATION

HUMAN RESOURCE DEVELOPMENT

[Time:- 3 Hrs] [Max. Marks:-75]

I. Long Question : Answer any three [10 X 3= 30]

1. Define Human Resource Development with its characteristics and importance.
2. Explain Potential appraisal with its objectives and methods.
3. Define Training with all its types in detail.
4. What do you understand by Human Resource Audit (HRA), explain it with its scope and methods?

II. Short Question : Answer any Six [5X6= 30]

1. Differentiate between HRD and HRM.
2. Explain the concept of Job Enrichment and differentiate it with Job Enlargement.
3. Discuss the concept of Trade Union.
4. Explain the quality circle with its features.
5. Discuss the process of Human Resource Development.
6. Explain the concept of Stress with its sources.
7. What are the obstacles faced in Potential Appraisal?

III. Objectives Question: Answer all Question [15X1= 15]

S.N.	Questions	Option A	Option B	Option C	Option D
1	Types of training includes-	Counseling	Mentoring	Management Games	All of the above
2	360- degree feedback enhances the quality of for which decision	HR	Management	HRD	All of the above
3	What involves one to one discussion between the participant and administrator	Counseling	Training	Motivation	All of the above
4	Which among all is not the method of Potential appraisal-	Superior	Self	Peer	Internship
5	Which among all is not the type of Training	Coaching	Mentoring	Vestibule	Graphic rating
6	The acronym of HRD is-	Human Resource Development	Human Resource Definition	Human Resource Determinati on	None of the above.
7	The vertical extension of job is called as-	Job analysis	Job evaluation	Job enrichment	Job enlargement

[P.T.O.]

19/05/23

Printing Pages : 1 **Paper Code: BBA-205 (Carry Over)** **(A) (SVSU) : 2022-2023/C**

ENROLLMENT NO. | | | | | | | | | | | | | |

BBA

1ST YEAR 2ND SEM EXAMINATION,

COMPUTER FUNDAMENTALS AND APPLICATIONS

[Time : 3:00 Hours] **[Max. Marks : 70]**

NOTE:- ATTEMPT ALL THE QUESTIONS AS PER GIVEN INSTRUCTIONS.

Ques 1. Attempt any FOUR parts: **(4*3=12)**

a) Difference between web page and website.
b) Define Software and Hardware?
c) What are the basic operations of Computer?
d) Who is the father of computer? Explain the generation of computers.
e) What are the components of the computer systems?
f) What is a CPU?

Ques 2. Attempt any THREE parts : **(3*4=12)**

a) Explain the classification of computers?
b) Describe briefly about Secondary storage devices?
c) Elaborate the various Input and Output Devices?
d) Define computer. Explain the characteristics briefly?

Ques 3. Attempt any THREE parts : **(3*6=18)**

a) Explain in detail the steps involved in SoftwareDevelopment Process?
b) .Explain various types of Internet Connections?
c) Explain the functions of operating system.
d) Explain various generations of computer.

Ques 4. Attempt any TWO parts: **(2*7=14)**

A. Brief the major problems encountered in the software system?
B. Explain the steps involved in developing a program with neat diagram?
C. Define various Internet Terminologies?

Ques 5. Attempt any TWO parts: **(2*7=14)**

a) Explain in detail about the word processing package.
b) Explain the fundamental units of a computer with a block diagram?
c) Explain flowchart in detail?

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Printing Pages : 2 Paper Code: F010203TA (C) (SVSU) : 2022-2023/R

Enrollment No.

BBA

1^{ST} YEAR/2^{ND} SEMESTER EXAMINATION

BUSINESS MATHEMATICS

[Time : 3:00 Hours] [Max. Marks : 75]

I Long Question: Answer Any Three [10×3=30]

1. Explain the properties of matrices with examples.
2. Calculate the mean from the following table by step deviation method:

Class	20-25	25-30	30-35	35-40	40-45	45-50	50-55
frequency	8	10	12	20	11	4	5

3. Ram kumar purchased 200 chocolate at Rs. 20 each. He sold all chocolates at rate of Rs. 30 each. Determine the total profit and percentage of profit earned on chocolates.
4. In how many days, will 15 men earn Rs. 22,500 if 10 men can earn Rs. 10,500 in 7 days?

II. Short Question: Answer any Five [6×5=30]

1. In a business, three persons A, B and C earned a profit of Rs. 70,000. In profit, their share is as follows: A: B = 4: 2 and B : C = 10 : 5, Determine the share of each person.
2. If the sum of money triples itself in 14 years, find the rate of simple interest.
3. Calculate the 50^{th} term in the series 4, 8, 16 ………………………………
4. In one pot, a mixture of 56 litre the ratio of milk and water is 5:2. How much water should be added to it so that the ratio of milk and water become 4:5.
5. From the following data, find out the mean weight of the 100 persons

Weight in Kg.	64	65	66	67	68	69	70	71	72	73
No. of persons	15	13	18	5	20	11	7	6	3	2

6. If x:y = 3:4 find the ratio (8x – 5y) : (6x + 11y).
7. Explain the characteristics of average with examples.
8. Explain the scopes of set theory in business.
9. Write the standard formulae of differentiation.
10. Write the standard formulae of integration.

III. Objectives Question: Answer All Questions [15×1=15]

1. A ratio equivalent to 3 : 7 is:
   A. 3 : 9
   B. 6 : 10
   C. 9 : 21
   D. 18 : 49
2. The ratio 35 : 84 in simplest form is:
   A. 5 : 7
   B. 7 : 12
   C. 5 : 12
   D. none of these
3. Two numbers are in the ratio 7 : 9. If the sum of the numbers is 112, then the larger number is:
   A. 49
   B. 72
   C. 63
   D. 42
4. The first, second and fourth terms of a proportion are 16, 24 and 54 respectively. Then the third term is:
   A. 36
   B. 28
   C. 48
   D. 32

[P.T.O.]

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Printing Pages : 2 | **Paper Code: F010203TB** | **(B) (SVSU) : 2022-2023/R**

Enrollment No. | | | | | | | | | | | | | |

BBA
1st YEAR /2ND SEMESTER EXAMINATION
ADVERTISING MANAGEMENT
SUB. CODE-F010203TB

TIME: 3 HOURS **MAX. MARKS: 75**

SECTION A

ATTEMPT ALL QUESTIONS **(15X1=15)**

1. Advertising is a ________ tool of marketing.
   a) Promotional
   b) Distribution
   c) Product development
   d) Market research
2. Which of the following is NOT a function of advertising?
   a) Informing
   b) Persuading
   c) Selling
   d) Purchasing
3. The target audience for advertising is:
   a) Only the existing customers
   b) Only the potential customers
   c) Both existing and potential customers
   d) None of the above
4. The DAGMAR model stands for:
   a) Desired Advertising Goal for Measured Advertising Result
   b) Desired Advertising Goods for Measured Advertising Result
   c) Desired Advertising Goal for Measured Advertising Response
   d) Desired Advertising Goal for Marketing Advertising Result
5. DAGMAR approach was given by-
   a) Phillip Kotler
   b) Robbins
   c) F. W. Taylor
   d) Russell Colley
6. DAGMAR approach was introduced in-
   a) 1951
   b) 1961
   c) 1962
   d) 1971
7. What is the full form of ATL
   a) Above the line
   b) Above targeted line
   c) Above the logistics
   d) Above the logic
8. Which is main content of advertising
   a) Paid form
   b) Nonpersonal Presentation
   c) Identified Sponsor
   d) All of these
9. What is brand equity?
   a) The total value of a brand
   b) The amount of money a company spends on advertising
   c) The loyalty of a brand's customers
   d) The perceived value of a brand

[P.T.O.]

15/05/23

(B) (SVSU) : 2022-2023/R

Printing Pages : 2

Paper Code: F010201TB

Enrollment No. | | | | | | | | | | | | |

BBA

1ST YEAR II SEM. EXAMINATION,

BUSINESS FINANCE

[Time : 3:00 Hours] [Max. Marks : 75]

Note: Attempt all the questions as per given instructions.

I . Multiple Choice Question [MCQ] -Attempt All [15x1=15]

1.Wealth maximization means maximizing the ______ of a Course of action.

A) Profit
B) Growth
C) Net present value
D) Internal rate of return

2. Financial Management is mainly concerned with------.

A) All aspects of acquiring and utilizing financial resources for firms' activities
B) Arrangement of funds
C) Efficient Management of every business
D) Profit maximization

3. In his traditional role a Financial Manager is responsible for------.

E) proper utilization of funds
F) arrangement of financial resources
G) acquiring capital assets of the organization
H) efficient management of capital

4..The objective of financial management is to ______.

A) generate the maximum net profit
B) generate the maximum retained earnings
C) generate the maximum wealth for its shareholders
D) generate maximum funds for the firm at the least cost.

5.The cost of equity share or debt is called the specific cost of capital. When specific costs are combined, then we arrive at____

A) Maximum rate of return
B) Internal rate of return
C) Overall cost of capital
D) Accounting rate of return

6. Which is the most expensive source of funds?

A) New Equity shares
B) New Preference Shares
C) New Debts
D) Retained Earnings

7.Which of the following is not used in Capital Budgeting?

A) Payback period Method
B) Average rate of return method
C) Net Assets Method
D) Net Present Value Method

8.Capital Budgeting Decisions are:

A) Reversible
B) Irreversible
C) Unimportant
D) All of the above

9. Capital Budgeting deals with:

A) Long-term Decisions
B) Short-term Decisions
C) Both (a) and (b)
D) Neither (a) nor (b)

10. Dividend policy determines –

A) What portion of earnings will be paid out to stockholders
B) What portion will be retained in the business to finance long-term growth.
C) Only (A) not (B)
D) Both (A) and (B)

[P.T.O.]

11. Working capital =............

A) Core current assets less current liabilities
B) Core current assets less core current liabilities
C) Liquid assets less current liabilities
D) Current assets less current liabilities

12. Capital which is needed to meet the seasonal requirements of the business –

A) Gross Working Capital
B) Reserve Margin Working Capital
C) Net working capital
D) Fluctuating Working Capital

13. Which of the following method is not used for calculating working capital cycle?

A) Percentage of sales method
B) Regression analysis method
C) Operating cycle approach
D) Trial and error method

14. Capital which is needed to meet the seasonal requirements of the business –

A) Gross Working Capital
B) Reserve Margin Working Capital
C) Net working capital
D) Fluctuating Working Capital

15. .... varies inversely with profitability.

(A) Liquidity

(B) Risk

(C) Gross profit

(D) None of the above

II . Short Question-Answer any six questions. [5x6=30]

1.What is the role of a Financial Manager in an Organization?
2. What do you mean by allocation of funds?
3. What do you mean by Implicit Cost and Explicit Cost?
4. What do you mean by a Capital Structure and Optimum Capital Structure?
5. What do you mean by Dividend policy? Give its Types.
6. Write the formula for calculating Gross Working Capital and Net Working Capital with an example.
7. Differentiate between Dividend and Interest?
8. A Machine requires an initial outlay of Rs. 70,000 and is expected to yield earnings after tax but before depreciation (CFAT) of Rs. 6,000. Rs. 12,000. Rs. 17,000. Rs. 20,000. Rs. 20,000 and Rs. 25,000 in year 1 to 6 respectively. Calculate the Payback Period.

III. Long Question. Attempt any three questions. [3x10=30]

1. What do you mean by Financial Management? Explain its Functions.
2. Define Cost of capital. Also Explain various types of Cost.
3. What do You mean by Capital Structure? Explain various factor affecting Capital Structure decision.
4. Explain Walter's Model of Dividend Relevance.
5. (A) A co. has 9% irredeemable debt of Rs. 5,00,000. The tax rate is 35 %. Determine the before tax and after-tax cost of debt:

   i. at par
   ii at discount of 5%
   iii at premium of 10 %

   (B) Manisha Ltd. issued 1,000, 7% debentures of Rs. 100 each at 2 % discount. These debentures are to be redeemed after 10 years at a premium of 5 %. Cost of issue is 2 %. Calculate cost of debt.

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17/05/23

Printing Pages : 2 Paper Code : F010201TA (C) (SVSU:2022-2023/R)

ENROLLMENT NO.

BBA

1 YEAR , II SEMESTER, EXAMINATION

ORGANIZATIONAL BEHAVIOR

[Time : 3:00 Hours] **[Max. Marks : 75]**

I. Long Question: Answer Any Three **[10X3= 30]**

1. Explain Classical Conditioning and Social learning theory?
2. Define Organizational Behavior? Discuss the impact of diversity in organizational Behavior?
3. Define Personality. Explain the psychoanalytical theory of personality?
4. Define Organizational Culture. Explain the factors that shape Organizational Culture?

II. Short Question: Answer Any Six **[5 X 6=30]**

1. Discuss the X and Y theory of Mc Gregor?
2. Explain the models of Organizational Behavior?
3. Discuss the importance of interpersonal relations in Organization?
4. Can a human behavior affect the Organizational Culture?
5. Explain the process of Organizational Change by kurt Lewin?
6. Discuss the types of groups?
7. How to achieve Quality of Work life, Explain?
8. Discuss the Scope of Organizational Behavior?

III. Objective questions: Attempt all questions **[1X15=15]**

S.no	Questions	Option A	Option B	Option C	Option D
1	Increases the likelihood that a specific response will occur in the future as the result of particular cues or stimuli	Reinforcement	Cues	Motivation	Learning
2	Expectations distorts Operant Conditioning is concerned primarily with learning as a consequence of behaviour	Stimulus - Response	Response-Stimulus	Stimulus-Stimulus	None of these
3	is the process of creating organisational conditions which will impel employees to strive to attain company goals	Distributor	Motivation	Communicatio n	None of these
4	Who proposed the Operant Conditioning theory	B.F.Skinner	Maslow	Mcgregor	Herzberg
5	Management of ______ plays a dominant role in the growth of an organization	Marketing	Human Resource	Production	All of them

[P.T.O.]

6	concept which talks about the overall focus on employee as a person rather than just the work done by him/her—	Quality of Work life	Quality of Sales	Quality of Product	None of these
7	Which is known as element of learning	Perception	Conflicts	Reinforcement	Competence
8	The way in which people communicate, and all that this entails, is considered--	interpersonal behaviour	Communication	Conflicts	motivation
9	Employees having — will not be able to work sincerely	Conflicts	Communication	Motives	Salary
10	Classical Conditioning learning can take place amongst animals based on a	Stimulus - Response	Response-stimulus	Response - Response	None of these
11	is defined as putting employees in charge of the work they do by gaining some kind of ownership	Personality	Empowerment	Perception	Motivation
12	Who gave the need hierarchy theory	Ivan Pavlov	Maslow	Albert	Herzberg
13	OB includes group , organization structure and	Individual	Change	Development	None of these
14	The perceiver deciphers eye contact, facial expressions, body movements, and posture all in an attempt to form an impression of the target known as	Verbal communication	Non verbal communication	Communication	All of them
15	Termination of work behaviour may occur in this stage	Adjourning	Storming	Forming	None of these

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