

61012

Printed Pages : 4

BBA (Semester-III) Examination, 2021

(Session 2019-22)

BUSINESS ADMINISTRATION

[Paper : BBA-301]

(Material & Production Management)

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions.

1. Discuss the meaning and nature of Materials Management.
2. What do you mean by Purchasing Management ? Describe different functions of purchasing.
3. Discuss inventory control. What are the objectives of inventory management ?

61012/900

(1)

[P.T.O.]

4. Explain ABC Analysis and its importance.
5. Describe :
- (i) Process Planning,
 - (ii) Operation planning, and
 - (iii) Process Design
6. What factors would you consider for :
- (i) Location of plant, and
 - (ii) Site Selection ?
7. Compare the advantages and disadvantages of :
- (i) Product or Line-layout, and
 - (ii) Process or Functional layout.
8. Discuss the procedure of Production Control.
9. Describe various types of maintenance of plants and production facilities.

10. Write short notes on **any two** of the following :

- (a) Production scheduling
- (b) Weber's Theory of Location
- (c) Production Management
- (d) Methods of Forecasting

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61013

Printed Pages : 2

BBA (Semester-III) Examination, 2021

(Session 2019-22)

BUSINESS ADMINISTRATION

[Paper : BBA-302]

(Human Resource Management)

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions.

1. Briefly explain Human Resource Planning.
2. Explain the importance of Human Resource Planning.
3. What is the process of selection in Human resource Management? Explain.
4. What is meant by Transfer? What are its various types?
5. What is the importance of training in an organisation?
6. Discuss the significance of performance appraisal.

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[P.T.O.]

7. What are the advantage and disadvantage of time rate system and piece rate system of wage payment. Explain.
8. What are the causes and impact of industrial dispute?
9. What is trade union? Explain its main objectives.
10. Write short notes on **any two** of the following :
 - (i) Development
 - (ii) Strike
 - (iii) MBO
 - (iv) Recruitment

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61014

Printed Pages : 2

BBA (Semester-III) Examination, 2021

(Session 2019-22)

BUSINESS ADMINISTRATION

[Paper : BBA-303]

(Marketing Management)

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions.

1. What do you mean by Advertisement? What are its important features?
2. Describe the Concept of Marketing? Explain the nature and scope of marketing.
3. What is the meaning of Product? Discuss about the classification of products.
4. Explain the Concept of Market segmentation? Discuss about People Oriented Concept and Product Oriented Concept of market segmentation.

61014/900

(1)

[P.T.O.]

5. What do you understand by Product Life Cycle (PLC) stages? Explain important features of each stages of PLC.
6. What is Marketing Mix? Explain the elements of Marketing Mix in details.
7. Describe about the PESTLE Analysis in Marketing.
8. Explain the various steps involved in designing the promotion mix.
9. Explain the concept of Brand? Also illustrate the merits and demerits of Branding.
10. Write short notes on **any two** of the following :
 - (a) Consumer Buying Behaviour
 - (b) Packaging
 - (c) Distribution channels

----- XX -----

BBA (Semester-III) Examination, 2021**(Session 2019-22)****BUSINESS ADMINISTRATION****[Paper : BBA-304]****(Financial Management)****Time : Three Hours]****[Maximum Marks : 80**

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions.

1. Define Financial Management. Discuss the scope of Financial Management.
2. Who is Finance Manager ? Discuss the functions of Finance Manager.
3. What do you mean by Fund Flow Statement ? Differentiate between Fund Flow statement and Cash Flow statement.

4. From the following details, prepare balance sheet :

- (a) Long term loan Rs. 50,000
(b) Working Capital Rs. 80,000
(c) Reserve Ratio 1 : 2
(d) Current Ratio 2 times
(e) Liquid Ratio 1.4 times
(f) Fixed Assets to proprietor's Fund 0.6
(g) There are no fictitious or intangible assets.

5. Define working capital. Discuss the nature and kinds of working capital.

6. With the given details, calculate IRR :

Initial Investment Rs. 60,000

Life of the assets 4 years

Year	Cash in Flow (Rs.)
1	15,000
2	20,000
3	30,000
4	20,000

(PVF @10% 0.909, 0.826, 0.751, 0.683)

(PVF @15% 0.869, 0.756, 0.657, 0.571)

7. Define capitalisation. Differentiate between over capitalisation and under capitalisation.

8. What is capital structure ? Discuss various factors affecting capital structure.

9. Define Dividend Policy. Discuss various types of dividend with examples.

10. Write short notes on **any two** of the following :

(a) Trading Account

(b) Concepts of Working Capital

(c) Investment Decision

(d) Cash Flow Statement

----- X -----

61016

Printed Pages : 2

BBA (Semester-III) Examination, 2021

(Session 2019-22)

BUSINESS ADMINISTRATION

[Paper : BBA-305]

(Legal Aspects of Business)

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer **any five** questions.

1. "All contracts are agreements but all agreements are not Contracts". Discuss the statement.
2. Discuss the main features of a valid Contract.
3. Define and Distinguish between Condition and Warranty.
4. What do you mean by free consent and lawful object in making the valid contract?
5. Discuss the main provisions of Sales of goods Act, 1930.

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BB-301

Materials and Production Mgt.

BBA 3rd Sem.(2018-21)

Time : 3 Hrs

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions:

1. Discuss about nature, scope and importance of materials management.
2. What is Work-in-progress Inventory? Explain with examples.
3. Discuss about Lead Time and its Importance.
4. Discuss various functions of Industrial Purchasing.
5. Describe the formula for calculating Economic order quantity.
6. Discuss various production systems.
7. What factors should be considered for Industrial plant layout.
8. Discuss principles of materials handling.
9. Discuss ABC Analysis and its process with the help of an example.

6. Define Articles of Association and give their Contexts.
7. A mamorandom of Association is a Fundamental documents of a company, Why?
8. "A Joint Stock Company is a Legal Person with perpetual succession and Common Seal" Examine this Statement.
9. What do you mean by Partnership? Discuss different types of Partner in Partnership Firm.
10. Write short notes on **any two** of the following :
 - (a) Cheque
 - (b) Hundies
 - (c) Presentment
 - (d) Distinguish between Company and Partnership.

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10. Write short notes on any three of the following:

- (a) Production process design
- (b) Production Scheduling
- (c) Production Management
- (d) Inventory Control

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BB-302

HRM

BBA 3rd Sem.(2018-21)

Time : 3 Hrs

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. What do you mean by HRM? What are its objectives?
2. What is Human Resource Planning? Explain its need.
3. Define recruitment. How does it differ from selection?
4. What is trade union? Discuss its objectives.
5. What is collective Bargaining? What are its objectives?
6. Explain the process of Recruitment.
7. What is HRD? Explain its importance?
8. What is Training and Development? Discuss its nature.
9. What is Time Rate System? Differentiate it From Piece rate system.

P.T.O.

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BB-303

Marketing Management

BBA 3rd Sem.(2018-21)

Time : 3 Hrs

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. How is marketing different from selling? Outline the various purpose of marketing.
2. Discuss about company orientation towards Market place.
3. Define the term "Product". Discuss in detail about New-Product Development process.
4. Explain the various methods used in pricing of a product.
5. What is Macro-environment? Explain various elements of Macro-environment;
6. What do you understand by "Advertisement"? Discuss its advantages and disadvantages.

P.T.O.

10. Discuss the importance of Labour Management relation.

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7. Explain how personal factors of a Consumer affect his buying behaviour.

8. Define Product Mix. Explain the product Mix strategies.

9. Explain in detail about the various elements of communication mix.

10. Discuss about the various core concepts of Marketing.

BBA 3rd Sem.(2018-21)

Time : 3 Hrs

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Define Financial Management. Discuss the functions of Financial Management.
2. Define Profit & Loss A/c. Differentiate between P/L Account and Balance Sheet.
3. Define cash Flow Statement. How do prepare cash flow statement with imaginary figure?
4. The Balance Sheet of X Ltd. for the year 2018 and 2019 are given below Prepare cash flow statement:

P.T.O.

Liabilities	2018	2019	Assets	2018	2019
Share Capital	150000	175000	Building	110000	150000
Loan from bank	160000	100000	Plant	200000	140000
Creditors	85000	93000	Stock	50000	45000
O/S Expenses	5000	7000	Debtors	70000	80000
B/P	50000	40000	Cash	15000	22000
Loan from/FC	25000	Prepaid	5000	3000
			Expense		
	<u>450000</u>	<u>440000</u>		<u>450000</u>	<u>440000</u>

Adjustment:

- (a) Net Profit for the year 2019 Rs. 60000
- (b) During the year a plant costing Rs. 25000 (Accounted depreciation Rs. 10000) was sold Rs. 13000.
- (c) Provision for depreciation against plant 31-12-2018 was Rs. 50000 and on 31-12-2019 Rs. 85000.
5. Define Working capital. Discuss various sources of working capital.
6. Discuss various methods of evaluating capital investment proposals.
7. Define capital Budgeting. Discuss importance of capital budgeting.
8. Define Dividend decision. What factors are affecting dividend decision.

9. X Ltd. is considering a proposal for the investment of Rs.500000 on product development which is expected to generate net cash flow for 6 years.

Year	C.I.F.(F)
1	0
2	100000
3	160000
4	240000
5	300000
6	600000

The P/L factors of 15% p.a. are given below.

Year	1	2	3	4	5	6
	0.87	0.76	0.66	0.57	0.50	0.43

Find out NPV.

10. Short notes on any two of the following:

- (a) Finance function
- (b) Profit & Loss A/c
- (c) Types of Working Capital
- (d) Under Capitalization

Paper ID : 70086

Total Pages : 2

BBA (Semester-III) Examination, 2022

(Session : 2020-23)

**MATERIALS AND PRODUCTION
MANAGEMENT**

[Paper Code : BB-301]

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of **equal** value. Answer **any five** questions.

1. What do you mean by Materials Management? Discuss its features.
2. Throw light on various production systems.
3. What factors should be considered for Industrial plant layout? Explain.
4. Discuss the Integrated Material Management System.
5. What are the important features that decide the location of Plant?

70086/610

(1)

[P.T.O.]

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BB-305

Legal Aspects of Business

BBA 3rd Sem.(2018-21)

Time : 3 Hrs

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. What is void contract? How does it differ from voidable contract?
2. Who is Minor? Discuss the position of Minor to contract.
3. Differentiate between Memorandum of Association and Articles of Association.
4. What is Partnership? Describe its nature and characteristics.
5. Explain the meaning of a company. What are the provisions relating to foundation of companies?
6. Define Private companies. What are the privileges of private companies?
7. What are the powers and duties of Directors? Explain.

P.T.O.

6. Discuss the uses and importance of Materials Handling Equipment.
7. What do you mean by Maintenance of Plant? Also, discuss its types.
8. Compare the salient features of Batch Production System with Live Production System.
9. Throw light on ABC Analysis.
10. Write short notes on **any two** from the following.
 - (a) Inventory Control
 - (b) Production Planning
 - (c) Forecasting
 - (d) Safety stock

----- X -----

8. What do you understand by the term 'Bill'? Explain its main features.
9. Differentiate between shares and Debentures.
10. Write short notes on any two of the following:
 - a. Rights of Partners
 - b. Company Auditor
 - c. Cheques
 - d. Banker

Paper ID : 70087

Total Pages : 2

BBA (Semester-III) Examination, 2022

(Session : 2020-23)

HUMAN RESOURCE MANAGEMENT

[Paper Code : BB-302]

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of **equal** value. Answer **any five** questions.

1. Explain the main objectives of Human Resource Planning.
2. What do you mean by Recruitment? Explain its process.
3. What are the differences between Recruitment and Selection?
4. Briefly explain the objectives of training and development programmes.
5. Discuss the purpose of wage and salary administration.

70087/610

(1)

[P.T.O.]

Paper ID : 70088

Total Pages : 2

BBA (Semester-III) Examination, 2022

(Session : 2020-23)

MARKETING MANAGEMENT

[Paper Code : BB-303]

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of **equal** value. Answer **any five** questions.

1. What do you mean by Marketing? Explain about the various core concepts of Marketing.
2. What do you mean by Marketing Environment? Explain the various elements of Macro Environment.
3. What do you mean by Target Market Selection? Explain the criterion of Effective Market Segmentation.
4. Describe Consumer Buying Behaviour. Explain the stages of consumer buying behaviour with example.

70088/610

(1)

[P.T.O.]

6. What is the difference between Time Rate System and Piece Rate System?

7. Briefly explain the different types of fringe benefits.

8. What is industrial dispute and its types?

9. What is Trade Union? What are its functions and role?

10. Write short notes on **any two** of the following.

(a) Transfer

(b) Selection

(c) Training

(d) Performance appraisal

----- X -----

5. Describe the various steps involved in setting the price of any product by a firm.

6. What do you mean by product mix? Discuss the various product mix strategies used by any firm.

7. Discuss about company orientation towards market place.

8. What do you mean by Packaging and Labelling? Explain about the various importance of Packaging.

9. Describe how micro elements of marketing environment influence any firm.

10. Write short notes on **any two** of the following.

(a) Importance of Marketing Intermediaries

(b) Speciality Goods and Unsought Goods

(c) Branding

(d) Segmentation

----- X -----

Paper ID : 70089

Total Pages : 4

BBA (Semester-III) Examination, 2022

(Session : 2020-23)

FINANCIAL MANAGEMENT

[Paper Code : BB-304]

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer any five questions.

1. What do you mean by Financial Management? Discuss its functions.

2. Discuss the importance of Finance Manager in the business.

3. Throw light on the effects of under capitalisation.

4. From the following details; prepare balance sheet :

(a) Working capital Rs. 60,000

(b) Reserve Rs. 40,000

(c) Bank overdraft Rs. 10,000

(d) FA/PF 0.75

(e) Current Ratio 2.5

(f) Liquid Ratio 1.5

5. Discuss various methods of evaluating capital investment proposals.

6. Define Dividend Decision. Explain those factors which affect dividend policy of the company.

7. What is Cashflow Statement? Prepare cashflow statement with imaginary figures.

8. Discuss the determinants of working capital.

9. With the given details, find out payback period :

Year	Cash Inflow (Rs.)
1	15,000
2	20,000
3	30,000

4 20,000

Initial Investment Rs. 60,000

Life of the Assets 4 years

10. Write short notes on **any two** of the following :

(a) Organisation of Finance Function

(b) Profit and Loss Account

(c) Types of Working Capital

(d) Over Capitalisation

----- X -----

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Paper ID : 70090

Total Pages : 2

BBA (Semester-III) Examination, 2022

(Session : 2020-23)

LEGAL ASPECTS OF BUSINESS

[Paper Code : BB-305]

Time : Three Hours]

[Maximum Marks : 80

Note : Candidates are required to give their answers in their own words as far as practicable. The questions are of equal value. Answer any five questions.

1. Discuss the features of Indian Contract Act.
2. What do you mean by capacity of the Parties of Contract? Explain.
3. What is the minor's position in the Law of Contract?
4. Discuss the main provisions of Indian Partnership Act.
5. State the difference between contract of sale and agreement to sell.

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BBA(III) — Mat. &
Prod. Mgt. (BB - 301)

2023

(Session : 2021 - 24)

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any five questions.

1. Discuss the scope and importance of Material Management.
2. Explain the advantages and disadvantages of Integrated Materials Management.
3. Discuss various functions of Industrial Purchasing.

OA - 1/2

(Turn over)

6. Explain the salient features of Indian Companies Act.
7. What is the article of association of a company? Explain
8. Who is an Auditor? Explain his duties.
9. What are the types of cheque, according to Negotiable Instrument Act?
10. Write short notes on **any two** of the following.
 - (a) Equity share
 - (b) Bills
 - (c) Debentures
 - (d) Banker

----- x -----

4. Throw light on the structure of Production Planning Process.
5. How would you design an Automatic Teller Machine (ATM) ?
6. What are the ethics, procedure and documents of Purchasing Management ?
7. Explain the meaning and types of Plant Layout.
8. Explain the different tools of layout planning. Also, enumerate the steps in the planning process of layout.
9. What is Forecasting ? Why is Forecasting Important ?
10. Write short notes on **any two** of the following :
 - (a) EOQ
 - (b) ROP
 - (c) ABC Analysis
 - (d) Production System

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Mgt.(BB – 302)

2023

(Session : 2021 – 24)

Time : 3 hours

Full Marks :80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

*Answer any **five** questions.*

1. Introduce Human Resource Management.Explain the need of Human Resource Planning.
2. Focus on the need and importance of Human Resource Development.
3. What are the different training and development methods ?

OA- 2/2

(Turn over)

COPYRIGHT RESERVED BBA(III) — Mkt. Mgt.
(BB – 303)

2023

(Session : 2021 – 24)

Time : 3 hours

Full Marks :80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

*Answer any **five** questions.*

1. Discuss about the scope of marketing in current scenario.
2. What do you mean by Market Segmentation ? Discuss the various bases of market segmentation of consumer market.
3. Differentiate between Marketing and Selling.Discuss about the Holistic concept as well as the product concept of Marketing.

OA- 3/2

(Turn over)

4. Briefly explain the process of Recruitment, Selection and Transfer:
5. What are the types of Wages ? What is the main function of Salary Administration ?
6. Differentiate between Time rate system and Piece rate system.
7. Explain the importance of human relations in Human Resource Management.
8. What are the types and causes of Labour Disputes ? Explain.
9. Explain the concept of Participative Management. What are the benefits of participative Management ?
10. Discuss the role and objectives of Trade Union.



OA - 2/2 (560)

(2) BBA(III) — Hum. Res.
Mgt.(BB - 302)

4. What is meant by Distribution Channel ? Explain the various factors influencing channel design decision.
5. Explain the various stages of New Product Development.
6. What do you mean by Product Life Cycle ? Explain the various characteristics of its stages.
7. Differentiate between Brand and Trademark. Also, explain the merits and demerits of Branding.
8. Explain the meaning and elements of Marketing Mix.
9. Explain the various factors influencing the pricing decision of any firm.
10. Write short notes on any two of the following :
 - (a) Targeting
 - (b) Cost Based Pricing Methods
 - (c) Packaging and labelling
 - (d) Product-Mix



OA - 3/2 (560)

(2) BBA(III) — Mkt. Mgt.
(BB - 303)

2023
(Session : 2021-24)

Time : 3 hours

Full Marks :80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. Explain the meaning and scope of Financial Management.
2. Who is Finance Manager ? Discuss the functions of Finance Manager.
3. Throw light on the causes and effects of Over Capitalisation.
4. What is Ratio Analysis ? Discuss its advantages.

5. Define Dividend Policy. Explain various types of dividends.

6. What do you mean by Financial Statement ? Discuss its importance.

7. Discuss various steps of Capital Budgeting Process.

8. From the following details, prepare Balance Sheet :

- (a) Long-term loan Rs. 50,000
- (b) Working Capital Rs. 80,000
- (c) Reserve Ratio 1 : 2
- (d) Current Ratio 2 times
- (e) Liquid Ratio 1.4 times
- (f) FA / PF 0.6

9. With the given details, find out Net Present Value :

Initial Investment Rs. 60,000

Year	Cash In Flow Rs.
1	15,000
2	20,000
3	40,000
4	20,000

PV factor @ 10% is 0.909, 0.826, 0.751 and 0.683 for 1st, 2nd, 3rd and 4th years respectively.

10. Write short notes on any two of the following :

- (a) Trading Account
- (b) Concept of Working Capital
- (c) Fund Flow Statement
- (d) Under Capitalization



2023

(Session : 2021 – 24)

Time : 3 hours

Full Marks :80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. What is void contract ? How it differ from voidable contract ?
2. Explain the salient features of Indian Companies Act, 2013.
3. What is Partnership ? Describe its types and characteristics.

2024

(Session : 2022-25)

(Paper ID : 13018)

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. Discuss the nature of Material Management.
2. Explain "Integrated Material Management" with its objectives. Give the suitable example.
3. Discuss the function of Material Management.
4. What is EOQ ? Illustrate with an example. Explain its assumptions.

4. Discuss the salient features of Negotiable Instruments Act, 1949.
5. Who is Unpaid Seller ? What are his rights ?
6. Differentiate between Shares and Debentures.
7. Who is an Auditor ? Explain his duties.
8. Discuss the main features of Sale of Goods Act, 1930.
9. What are the powers and duties of Directors ? Explain.
10. Write short notes on any **two** of the following :
 - (a) Equity Shares
 - (b) Articles of Association
 - (c) Conditions of Warranty
 - (d) Free Consent



OA - 5/2 (560)

(2) BBA(III) — Leg. Asp.
of Bus. (BB - 305)

5. What is Basic principle of Inventory Control ? Explain ABC analysis.
6. What factors affect the choice of a suitable place for the location of a plant ?
7. Explain the different types of material handling equipment and its importance.
8. Throw light on the structure of production system.
9. Write the difference between production scheduling and production control.
10. Write short notes on any **two** of the following :
 - (a) ROP
 - (b) Forecasting
 - (c) Production process design
 - (d) Purchasing Function



AE - 18/1 (700)

(2)

BBA(III) — Mat. &
Prod. Mgt. (301)

2024
(Session : 2022-25)
(Paper ID : 13019)

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. What is Recruitment ? Explain the sources of Recruitment.
2. What do you mean by selection ? Explain selection process in brief.
3. Discuss the importance of Training.
4. What is Human Resource Development ? Explain its characteristics.

2024
(Session : 2022-25)
(Paper ID : 13020)

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. Define the term "Marketing". What are the features of "Marketing" ?
2. Differentiate between Marketing and Selling. Discuss about the Holistic concept as well as the product concept of Marketing.
3. Define distribution channel. What are the various types of distribution channel ?

5. Discuss the purpose of wage and salary administration.
6. Discuss the merits and demerits of Time Rate System.
7. What do you mean by trade union ? Why workers join trade union ?
8. Explain the functions of trade union.
9. What do you mean by prevention of disputes ? Explain the role of works committee.
10. Discuss the importance of human relations in an organisation.



AE - 19/1 (700) (2) BBA(III) — Hum. Res. Mgt. (302)

4. What is Sales Promotion ? Discuss its objectives and importance.
5. Define "Brand" and "Trademark". Explain the merits and demerits of branding.
6. What is "Product life Cycle" ? What are the factors affecting the product life cycle ?
7. Write short notes on any two of the following :
 - (a) Trade Mark
 - (b) Brand Name
 - (c) Product Mix
 - (d) Sales Forecasting
8. What is Sales Promotion ? Discuss its objectives and importance.
9. How many types of pricing are there ? What are the factors affecting pricing ?
10. What is Promotion-mix ? State and explain the elements of promotion-mix.



AE - 20/2 (700) (2) BBA(III) — Mkt. Mgt. (303)

2024

(Session : 2022-25)

(Paper ID : 13021)

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. Discuss the organisational structure of finance Function.
2. What do you mean by Financial Management ?
Discuss the scope of Financial Management.
3. What do you mean by Financial Statements ?
Prepare financial statements with imaginary figures.

4. Differentiate between cash flow statement and fund flow statement.

5. From the following Balance Sheet of Akansha Ltd. as on 31. 12. 2022. You are required to calculate the following :

- (a) Liquity Ratio
- (b) Solvency Ratio
- (c) Debt. Equity Ratio
- (d) Capital Employed

Balance Sheet as on 31.12.2022

Liabilities	Amount	Assets	Amount
	Rs.		Rs.
Share capital	10,00,000	Fixed Assets	9,00,000
Long-term Debt	5,00,000	Current Assets	8,00,000
Current Liabilities	2,00,000		
	17,00,000		17,00,000

6. Throw light on the causes and effects of under capitalisation.

7. Define capital structure. Discuss the factors affecting capital structure of a firm.

8. Describe the need and determinants of working capital in the business.

9. With the given details, find out payback period :

Year	Cash Inflow(Rs.)
1	15,000
2	20,000
3	30,000
4	20,000

Initial Investment Rs. 60,000

Life of the Assets 4 years

10. Discuss various methods of evaluating Capital Investment proposals.

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Bus. (305)**

2024

(Session : 2022-25)

(Paper ID : 13022)

Time : 3 hours

Full Marks : 80

*Candidates are required to give their answers in
their own words as far as practicable.*

The questions are of equal value.

Answer any five questions.

1. Briefly explain the void agreement under the Indian Contract Act, 1872.
2. Define Partnership. Discuss its rights and duties.
3. Write the difference between Memorandum and Articles of Association under Companies Act, 1956.
4. What is Private Companies ? Discuss its their special privileges, and appointment power.

5. What do you mean by free consent ? Explain its role regarding formation of a company.
6. What are the types of cheque, according to Negotiable Instrument Act ?
7. Write the difference between condition and warranties.
8. Describe the rights and duties of a minor partner.
9. Discuss the rights and duties of unpaid seller.
10. Write short notes on any **two** of the following :
 - (a) Equity Share
 - (b) Bills of Exchange
 - (c) Debenture
 - (d) Sale of Goods Act, 1930

