KLE Society's

S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A+ grade with 3.53 CGPA
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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION – NOVEMBER 2023
PRODUCTION AND OPERATIONS MANAGEMENT

Date: 15.11.2023
Time: 1 Hr. 30 Mins.

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
   a) Jot down two examples each under job and mass production.
   b) Show comparison between product and service.
   c) Give the meaning of production and operations management.
   d) Classify the following into input and output.
      1. Sales 2. Raw materials 3. Brain-Storming 4. Product
   e) Define plant layout.
   f) Mention any four criterias for selecting a plant layout.
   g) Preparation of blueprint for floor planning is essential. Share your views.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Distinguish between production and operations.
3. Briefly explain the significance of production management.
4. Discuss on the various factors affecting plant layout.
5. In short, showcase the role of a product manager.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Show the classification of production system and briefly explain.
7. Jot down the factors affecting plant location and explain in detail.
8. Discuss the different types of layout along with its pros and cons.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Show 3 M's of Production and highlight its merits.
10. Balancing of both production and operations is crucial to yield effective output. Discuss.

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION- NOVEMBER 2023
BANKING LAW AND PRACTICE

Date: 15.11.2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   **(5*2=10)**

1.
  a) What do you mean by Bank?
  b) Define Customer?
  c) What is Right to lien?
  d) What do you mean by Advisor?
  e) Who is a Judgment Debtor?
  f) What is Fixed Account?
  g) What do you mean by Recurring Deposit?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   **(2*5=10)**

2. What are the Banker's Obligation towards the customers?

3. What type of chargers does Bankers apply on customers?

4. Explain the features of bank.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

5. Explain in detail the General Relationship between Banker and Customer

6. Explain what are the Rights of a Banker.

7. What do you mean by Savings bank account and Current bank account and explain its characteristics

SECTION- D

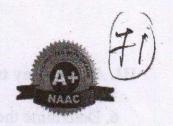**IV. Answer any one of the following questions, carrying six marks each**   (6*1=6)

8. Draw the Structure of the Banking Industry.

9. Give an example how Garnishee order works between the Creditor and Debtor.

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION- NOVEMBER 2023
INCOME TAX

Date: 16.11.2023

Time: 1 Hour 30 Mins   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
a) What do mean by Tax?
b) Mention two types of tax.
c) Define Previous Year
d) Define Assessment Year
e) Define Casual Income
f) What is Assessment?
g) What is Gross Total Income

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Explain Canon of Taxation
3. Define Person
4. An assessee commences his business on
   a) 1ˢᵗ June 2022
   b) 1ˢᵗ October 2022
   c) 1ˢᵗ December 2022
   d) 1ˢᵗ January 2023
   e) 1ˢᵗ March 2023

In each case determine the Previous Year for the Assessment Year 2023-24

5. Write down the Exceptions to the General Rule of Previous Year

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Determine the legal status of the following person
   a) Mr Krishna, an employee
   b) ABC & CO
   c) IDFC Bank
   d) Tarun Cooperative Housing Society Ltd
   e) Mysuru Mahanagara Palika
   f) Bangalore City University
   g) Venkatesh, Varun & Vihan carrying on family business
   h) Mr Harish, a dry cleaner
   i) Tata Industries
   j) Shree Kukke Subramanya
   k) Mr. Abdul, his wife Nasreen and three sons carrying on family business

7. Kishore went to England for studies on 5th Aug 2022 and came back to India on 25th Feb 2023. He had never been out of India before. What is Residential Status for the AY 2023-24

8. From the following particulars of Mr. Nagaraj compute his Gross Total Income for the Assessment Year 2023-24, if he is
   1. Resident   2. Not Ordinarily Resident   3. Non Resident

A	Income from the business in Raichur	Rs. 50,000
B	Profit from the business in UK controlled in India	Rs. 60,000
C	Income from business in India but received in Pakistan	Rs. 50,000
D	Income from house property in Japan not received in India	Rs. 30,000
E	Salary received in India for service rendered in USA	Rs. 70,000
F	Interest on deposit with SBI in Bangalore	Rs. 10,000
G	Profit from the business in Ceylon controlled from India, 1/3 profit received in India	Rs. 10,000
H	Salary received in India for service rendered in Kuwait	Rs. 35,000
I	Past untaxed foreign income brought into India	Rs. 80,000
J	Dividend received from domestic Company	Rs. 5,000
K	Interest on post office savings bank account	Rs. 5,000
L	Agricultural Income earned in India	Rs. 25,000

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Briefly explain the basic and additional condition of residential Status

10. Mr. Ajita comes to India since 2012-13 every year and stays for 100 days. State his residential status for the A.Y 2023-24

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
EMPLOYABILITY SKILLS

Date: 17.11.2023
Time: 1 Hour

Max marks: 30

SECTION A

I Write any Two of the following   **2X2=04**

1.

a. What is the process of effective Communication and write on the importance of each?

b. What defines a team and what are the benefits of team work?

c. What do you understand by the terms 'conflict resolution' and give suggestions on how conflicts can be resolved

d. Why is Relationship Building important and how do you build a good relationship?

SECTION B

II Answer any two of the following   **2 X 5=10**

2. What are the characteristics of a good Leader?

3. Define the 2 areas of Communication and give examples

4. What are the benefits of being a good Communicator?

5. What are the barriers to Communication?

SECTION C

III Answer the following   **2 X 8 = 16**

6. As a team you are faced with a situation where you client is very influential. To lose them would be highly damaging to the company. As a team, you would just do anything within reason to retain them. What would you and the team do to retain your client?

7. Two of your team-mates have a dispute regarding project completion and deadlines. The disagreement has escalated, and they are now unable to communicate directly without arguments arising. As the Team leader, how would you sort out this dispute and bring about an end to this conflict resolution.

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
DIGITAL MARKETING

Date: 18-11-2023
Time: 1 Hour 30 Mins   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
a) Explain or Define Digital Marketing
b) Write Any 5 Digital Marketing Platforms
c) Writing Steps **Create & Post (Send Social Media) Template Design** Using Canva.
d) What is Email Marketing?
e) How to Tracking & send Emails (Writing steps)
f) What is Email Bounce?
g) Write 5 Points drive leads from email Creation.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Brief Explain Content Marketing & what is marketing Goals?
3. Write the Steps for Email Marketing Designing?
4. Write Steps generate Email creation? & Write Any 7 Free Email Platforms?
5. What are Opt-List? Explain Types of Optimization?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Write the steps effectively promote content and analyzing your content?

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION – NOVEMBER 2023
FINANCE ELECTIVE
ADVANCED CORPORATE FINANCIAL MANAGEMENT

Date: 16.11.2023
Time: 1 Hr. 30 Mins.

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Show the comparison between risk & uncertainty.

b) Jot down the highlights of Authorized capital.

c) Distinguish between direct cost and indirect cost.

d) Abbreviate NP, MV, RV, KP.

e) Hi Hello Ltd. Issues Rs. 6,00,000, 10% debentures at par. Compute cost of debt.

f) Write the formula used in calculating the preference share capital, considering all values.

g) Determining the overall cost of capital shall lead to effective management of capital structure. Discuss.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Discuss on the significance of cost of capital.

3. Throw a light on different types of capital briefly.

4. Show the classification of costs with instances.

5. 1964 Ltd. issues Rs. 5,00,000, 10% redeemable debentures at a discount of 5%. The cost of flotation amounts to Rs. 1,50,000. The debentures are redeemable after 5 years at par. Tax rate is 50%. Calculate Kd.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. 2000 Ltd. Issues 12% debentures of Rs. 8,00,000. The tax rate applicable is 50%. Compute Kd when the shares are issued at:
   a) At Par b) At 10% Premium c) At 10% Discount

7. a) 30 years, 20% debentures of a firm are sold at a rate of Rs. 200. The face value is Rs. 220. Tax rate applicable is 50%. Compute Kd.
   b) 2022 Ltd. Issues 5000, 12% debentures of Rs. 100 each at a discount of 5%. The commission payable to underwriters and brokers is Rs. 25,000. The debentures are redeemable after 5 years. Compute after tax Kd when the tax applicable is 50%.

8. 3000 Ltd. Issues 20,000, 10% preference share capital of Rs. 100 each. The cost of issue is Rs. 2 per share.
   Calculate Kp if shares are issued:
   a) At par b) At 10% premium c) At 5% discount

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Risk & Uncertainty are the two wheels to be determined in any form of business. Do you agree? Share your views.

10. "Macro factors are uncontrollable. Micro factors are controllable". Jot down your understanding from the company's view point.

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
I INTERNAL EXAMINATION- NOVEMBER 2023
CONSUMER BEHAVIOUR AND MARKET RESERACH

Date: 18/11/2023
Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define the term Consumer Behavior?

b) Who is a Consumer?

c) What do you mean by Consumer Motivation?

d) When was The **Engel Kollat Blackwell Model** of Consumer Behaviour created?

e) Who introduced *Howard Sheth Model and* when?

f) What is the difference between Consumer and Customer?

g) Name two types of needs with one example each?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Expalin the recent trends in Consumer Behavior?

3. Explain the process of Motivation?

4. Briefly discuss types of Motivation?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

5. Explain the Engel Kollat Blackwell Model of Consumer Behaviour along with diagram?

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL

I INTERNAL EXAMINATION- NOVEMBER 2023

HUMAN RESOURCE DEVELOPMENT AND LEADERSHIP

Date: 17-11-2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define HRD.

b) What are HRD Strategies? Give an example.

c) What are Employee Assistance Programs (EAP)?

d) Differentiate between Mentoring and Coaching.

e) What is Job Rotation?

f) What is HRM?

g) Define Training.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. What are the roles and responsibilities of HRD manager?

3. What are the obstacles that can hinder effective training?

4. Explain the objectives of training and development?

5. What are the objectives of Human Resource Development?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Describe the training process.

7. What are the methods of training?

8. Briefly explain the functions of Human Resource Development.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Differentiate between HRM and HRD.

10. Differentiate between Training and Development.

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DEPARTMENT OF BBA

II INTERNAL EXAMINATION – JANUARY 2024
V SEMESTER BBA GENERAL
PRODUCTION AND OPERATIONS MANAGEMENT

Semester: V   Date: 3.1.2024
Time: 1 Hour 30 Mins.   Max. marks: 50

SECTION A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.
a) Distinguish between production and operations.
b) Jot down two examples of process production.
c) State the types of building.
d) Show three steps directly associated with production.
e) Raw materials = Input, Advertising = _____
   Money, Men, _____
f) Define Inventory Management.
g) Waste management is all about disposal or recycling. Illustrate.

SECTION B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. List out the functions of production planning and control & briefly explain.
3. Discuss the principles of total quality management.
4. Showcase the factors affecting inventory control policy and describe.
5. Throw a light on EOQ and ABC analysis.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Briefly explain the phases of production planning and control.
7. Draw 7 tools of quality control chart and describe each tool in detail.
8. Illustrate the roles and responsibilities of a production manager in brief.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. What to produce? How to produce? When to produce? Where to produce? are the major decisions of production. Share your views.
10. Quality is nothing but a value derived out of the cost spent. Justify.

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
BANKING LAW AND PRACTICE

Date: 3/1/2024

Time: 2 Hours   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) What is savings bank account?

b) Who is a Customer?

c) What is Current account?

d) Who is Minor?

e) What do you mean by KYC?

f) Explain the term Joint Account.

g) What is Partnership Firm?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. What do you mean by Fixed Deposit Account? Explain its features.

3. What are the duties of Collecting banker?

4. Explain the term Holder for Value.

5. State the Precautions while making payment of Cheques.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=

6. Explain the different types of Customers' and Account holders in detail.
7. Explain the Statutory protection for Collecting Banker.
8. Explain the Characteristics of Cheques.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6

9. What are the privileges of a minor guaranteed by law?

10. Jot down the Specimen of different types of Crossing of Cheque.

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
INCOME TAX

Date: 04/01/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) What do you mean by Agricultural Income?

b) What do you mean by Summary Assessment?

c) Expand PAN & CBIT?

d) What is deemed ownership of house property.

e) What is incidence of tax.

f) What is fair rental value?

g) What do you mean by Assessment?

SECTION –B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. What is PAN? Explain the procedure for obtaining PAN

3. Calculate the allowable interest on loan from NAV of the house property.

Date of borrowing loan	1/7/2015
Date of repayment of loan	10/5/2023
Date of completion of construction	May 2020
Amount of loan borrowed	Rs. 30,000

Interest on loan   15% pa

4. State whether the following are agricultural Income or not.

      a) Income from sale of flowers and creepers.

      b) Income from agricultural land situated in Punjab

      c) Income from self grown grass

      d) Interest received on loan given to farmer

      e) Income from diary products.

5. Calculate GAV of Mr. Ram (resident) from the particulars given below:
MRV   Rs. 1,80,000
FRV   Rs. 1,76,000
Standard Rent Rs. 1,40,000
Annual Rent   Rs. 1,92,000
During the previous year 2022-23 the assessee could not realise rent for three months.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   **(2*12=24)**

6. Following are the particulars of Mr. Paul for the previous year 2022-23

i) Profit on sale of plant at Singapore (on-half is received in India) Rs. 2,50,000

ii) Profit on sale of property at Bengaluru (one-half received in Hong-Kong) Rs, 50,000

iii) Interest on UK Development Bonds Rs. 2,00,000 which Rs.1,00,000 remitted in India

iv) Profit from business in Mangaluru, the control is from USA Rs. 30,000

v) Income from business Mysuru but received in Holland Rs. 5,00,000

vi) Profit from business in Pakistan controlled from India (40% profit received in India) Rs. 6,00,000

vii) Dividends from domestic company Rs. 20,000

viii) Interest on Post office saving bank account Rs.1,000

ix) Past untaxed foreign income brought to India during previous year Rs. 2,00,000

x) Rural agricultural income in India Rs. 3,00,000

xi) Salary and allowance from UNO of Rs.3,00,000

xii) Interest and dividends from units of UTI Rs.20,000

7. What is Assessment? Explain the types of assessment

8. Determine the Net Annual Value Mr.Gopal (resident) in the following cases:

Particulars	House I	House II	House III

Expected Fair Rent	84,000	84,000	84,000
Municipal Value	72,000	72,000	72,000
Standard Rent	80,000	90,000	78,000
Annual Rent received/receivable (Property is let out throughout Previous Year)	1,20,000	1,44,000	1,80,000
Unrealised Rent	30,000	72,000	72,000
Local taxes borne and paid by owner in previous year	6,000	12,000	18,000

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. State the transactions were quoting of PAN is compulsory

10. Explain the Powers and functions of CBDT.

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
Digital Marketing

Date: 06/01/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define Search Engine Optimization (SEO).

b) Explain the ecosystem of a search engine.

c) Differentiate between on-page optimization (OPO) and off-page optimization.

d) What is the importance of keyword research in SEO?

e) Name two tools used for keyword research and analysis.

f) Briefly discuss the recent updates from Google.

g) Explain the purpose of Google Webmaster Tools.

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Discuss the growth of Search Engine Optimization (SEO) in recent years and its impact on online visibility.

3. Explain the key terminologies in Google AdWords and the account structure.

4. Describe the process of setting up an AdSense account and creating new ad units.

5.Elaborate on the significance of Social Media Marketing (SMM) and its impact on different platforms.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=2

6. How do you schedule a Meeting?

7. Discuss the importance of Page Rank tools in SEO.

8. Explain the ecosystem of a search engine.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6

9. Discuss the limitations of AdSense and when it is best to use it.

10. How do you schedule a Meeting?

DEPARTMENT OF BBA

V SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
EMPLOYABILITY SKILLS

Date: 5/1/2024

Time: 2 Hours

Max marks: 50

1) In a certain code 'CORNER' is written as GSVRIV. How is CENTRAL in that code?

A. DFOUSBM   B. GIRXVEP   C. GJRYVEP   D. GNFJKER

2) If A=Z, B=Y, C=X and so on, then what will be the code of BLACK?

A. OYZXP   B. YOZXP   C. YOZPX   D. YOXZP

3) In a certain code, 'this is the tree' is written as '2153', 'the green tree' is written as '573' and 'tree of life' is written as '309'. Which symbol stands for 'the'?

A. 2   B. 3   C. 5   D. 0

4) In a certain language, 'tea' is called 'coffee', 'coffee' is called 'salty', 'salty' is called 'sweet' and 'sweet' is called 'tasty', then the 'sweet coffee' will be coded as

A. tasty tea   B. salty tasty   C. tea tasty   D. tasty salty

5). Shyam walked 25 m towards south. Then he turned to his left and walked 20 m. He then turned to his left and walked 25 m. He again turned to his right and walked 15 m. At what distance is he from the starting point and in which direction?

A. 35 m East   B. 35 m North   C. 30 m West   D. 45 m East

6).The population of a village is 5000 and it increases at the rate of 2% every year. After 2 years, the population will be:

A).5116   B).5202   C).5200   D). 5204

7) What is 30 % of 80?

A. 24.   B. 18   C. 28   D. 36

8) What is 20% of 25% of 300 ?

A. 15   B. 45   C. 60   D. 150

9) A person buys an article for Rs 200 and sold it for Rs 240, What is his profit in percentage

A. 50%   B.60%   C.25%   D.20%

10) In a college, the ratio of the number of boys to girls is 8 : 5. If there are 160 girls, the total number of students in the college is

A. 216   B. 316   C. 616   D. 416

11) Rahul spends 40% of his salary on food, 20% on house rent, 10% on entertainment and 10% on conveyance. If his savings at the end of a month is Rs.1500, then salary per month is?

A. Rs.15000   B. Rs.7500   C. Rs.37500   D. Rs.75000

12) Chethan started a business with Rs.36000 and Madhan joins him after 6 months with an investment of Rs.60000. What will be the ratio of the profits of chethan and madhan at the end of year?

A. 4 : 3   B. 6 : 5   C. 8 : 5   D. 5 : 6

13)What is the percentage change in the rent of the house if on the month of January it was Rs. 10,000 and in the month of March it is Rs. 15,000?
A.20%   B. 30%   C. 50%   D. 35%

14). 824   12   36   18   54   ?

A. 162   B. 108   C. 27   D. 26

15). 5   1123   47   95   ?

A. 181   B. 191   C. 204   D. 273

16). 1800   ?   60   15   5   2.5

A. 300   B. 540   C. 600   D. 900

17)The ratio of present ages of Nisha and Shilpa is 7 : 8 respectively. Four years hence this ratio

becomes 9 : 10 respectively. What is Nisha's present age?

A. 18 years   B. 16 years   C. 14 years   D. None of these

18) If 'LIONESS' is coded as *?#@%$$ and 'MEN' is coded as ^%@ , then how will you code the 'MISSION'?

A. ^?$$?#@   B. #^$?*%@   C. ^#$*?%@   D. ^$#?*%@

19) A dishonest vendor professes to sell fruits at the cost price but he uses false weight of 800 grams instead of 1 kg weight. Find his gain percentage?

A. 22%   B. 24%   C. 25%   D. 30%

20) Bananas are bought at the rate of 6 for Rs. 5 and sold at the rate of 5 for Rs. 6. Profit per cent is:

A. 36%   B.42%   C. 44%   D. 48%

21). A can complete a work in 20 days, B can complete the same work in 30 days, If both are working together in how many days will they complete the work ?

A. 12 days B. 15days   C. 20days   D. 22days

22). 39 person can repair a road in 12 days working 5 hours a day. In how many days will 30 persons working 6 hours a day complete the work?

A. 10   B. 13   C. 15   D. 18

23). A and B can complete a work in 15 and 18 days respectively. They begin the work together but after 5 days A left the work. In how many days B completes the remaining work?

A. 7 days B. 20 days C. 16 days   D. 15 days

24). If 2 men or 4 women can do a work in 22 days. How long will 4 men and 3 women take to complete the work?

A. 4 days B. 8 days   C. 16 days   D. 24 days

25).By selling an article for Rs 390 a shop keeper gains a profit of 30%. Find the cost price?

A. 250.   B. 300   C.280.   D.320

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DEPARTMENT OF BBA

II INTERNAL EXAMINATION – JANUARY 2024
V SEMESTER BBA GENERAL
ELECTIVE: FINANCE
ADVANCED CORPORATE FINANCIAL MANAGEMENT

Semester: V

Time: 1 Hour 30 Mins.

Date: 4.1.2024

Max. marks: 50

SECTION A

I. Answer any five of the following questions, carrying two marks each.   **(5*2=10)**

1.

a) Jot down the significance of cost of capital.

b) Distinguish between capital structure and capital budgeting.

c) Christmas Ltd. Issues Rs. 60,000, 8% debentures at par. Tax rate is 50%. Compute Kd.

d) If the cash flows are 20,000 each with 0.909, 0.827 discount factor rates, calculate present value of two years respectively.

e) Abbreviate: EOQ

         ABC

f) Happy New Year Ltd. Provides the following information:
Opening and closing balances of debtors are Rs. 60,000 and Rs. 1,00,000 respectively. Debtors velocity is 2.6. Calculate credit sales.

g) Current assets contribute to business's financial stability through achieving optimum working capital decisions. Jot down your views.

SECTION B

II. Answer any two of the following questions, carrying five marks each.   (2*5=10)

2. Throw a light on factors influencing capital structure and briefly discuss.
3. Briefly explain on the objectives of cash management and motives of holding cash.
4. Republic Ltd. Issues 20,000, 10% redeemable preference shares of Rs. 100 each. Redeemable after 10 years at a premium of 5%. The cost of issue is Rs. 2 per share.
5. Independence Ltd. furnishes the below information.
   Gross profit ratio is 20% on sales. Gross profit Rs. 1,00,000. Cash sales Rs. 1,20,000. Average Debtors Rs. 95,000. Compute Debtors Turnover Ratio.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   (2*12=24)

6. Calculate WACC of Onam Ltd. using book value and market value weights.

Capital Structure (Book value)	Amount (Rs.)
Equity share capital (Rs. 10 per share)	10,00,000
Preference share capital (Rs. 100 per share)	2,00,000
Debentures	8,00,000

Anticipated external financing opportunities are:
a) Rs. 100 per debenture redeemable at par, 10 years maturity, 13% coupon, 4% Cost of flotation, sale price Rs. 100.
b) Rs. 100 preference shares redeemable at par, 10 years maturity, 14% dividend rate, 5% flotation cost, sale price Rs. 100.
c) Equity shares at Rs. 2 per share flotation cost, sale price at 22.

In addition, the dividend expected on the equity shares at the end of the current year is Rs. 2 and the earnings are expected to increase by Rs.7 pa. The firm has a policy of paying all its earnings in form of dividend. Tax rate is 50%.

7.

a) Calculate the market value of the firm and overall capitalization by using Net Income Approach.

Particulars	Amount (Rs.)
Total net income	1,00,000
Equity capitalization rate	18%
Existing debt capital	5,00,000
Interest rate per year	6%

Show the impact:

➢ If the debt capital is upto 3,00,000
➢ If the debt capital is upto 8,00,000

b) Easter Ltd. has an expected EBIT of Rs. 3,00,000 and its tax rate is 40%. From the following information, compute plans using traditional approach.

Capital Structure	1	2	3	4	5	6	7
Ke %	13	13	13.5	14	14.5	15.5	18
Kd %	-	8,5	9	10	11	13	16
Debt (Rs.)	-	2,00,000	3,00,000	4,00,000	5,00,000	6,00,000	7,00,000

8. Dasara Ltd., a textile manufacturer is considering an investment. The two mutually exclusive proposals are "Hi" and "Hello", requires a cash outlay of Rs. 3,50,000 and Rs. 3,00,000 respectively. The risk adjusted rate of return is 8%. Find out NPV.

Year	Cashflows - Hi	Cashflows - Hello
1	1,50,000	1,80,000
2	2,00,000	2,60,000
3	2,50,000	2,50,000

Suggest Dasara Ltd. on choosing the project.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   (6*1=6)

9. Share your views on four major decisions of a business.
10. Abbreviate: Kd, Kp, Ke, MV, RV, NP

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
CONSUMER BEHAVIOUR AND MARKET RESEARCH

Date:6/1/2024
Time: 2 Hours   **Max marks: 50**

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   **(5*2=10)**

1.
a) Define personality in terms of consumer behavior?
b) Define Perception in terms of consumer behaviour?
c) What do you mean by Market Research?
d) What are different types of data and define them?
e) What is the meaning of Consumer Learning?
f) What is the meaning of memory?
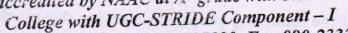g) What is the meaning of Consumer Attitude?

SECTION -B

II. Answer any two of the following questions, carrying five marks each.   **(2*5=10)**

2. Explain the application of marketing research?
3. Difference between Questionnaire and Schedule?
4. Explain the process of attitude formation?
5 .what are different forms of collecting data?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   **(2*12=2**

6. Explain the types of Market Research and methods?

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DEPARTMENT OF BBA

V SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
HUMAN RESOUCE DEVLOPMENT AND LEADERSHIP

Date: 05-01-2024

Time: 2 Hours   Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each.   (5*2=10)

1.

a) Define HRD Evaluation.

b) Define Leadership.

c) List four Data Collection methods for HRD Programs.

d) Define Authority.

e) What is the framework of HRD Evalution?

f) List the levels of leadership.

g) Define Career Management.

SECTION –B

II. Answer any two of the following questions, carrying five marks each.   **(2*5=10)**

2. Explain Kirkpatrick's Four-Level Model used for evaluating HRD Programs.

3. What are the qualities of an effective leader?

4. Explain the leadership skills required to become an effective leader.

5. What are the issues in Career Development?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each.   **(2*12=24)**

6. Briefly explain the Purpose of HRD Evalution.

7. Explain Leadership roles.

8. Explain the stages of Career Development.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each   **(6*1=6)**

9. Explain Holton's Model for HRD Evaluation.

10. What are personal values and ethical behavior in leadership?

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