

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester BBA Degree Examination, March 2017  
BBIVB05 – Marketing Management  
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**Part A**

*Answer all questions.  
Each question carries 1 mark.*

**A. Choose the correct answer:**

1. The key term in the American Marketing Association's definition of marketing is:  
(a) Process. (b) Value.  
(c) Sales. (d) Products.
2. Which of the following concept is based on the principle that marketing is not a department but it is pervasive throughout the company.  
(a) Modern. (b) Societal.  
(c) Holistic. (d) Selling.
3. The market where there is no physical delivery of goods is known as :  
(a) Future market. (b) Spot market.  
(c) Perfect market. (d) Retail market.
4. Which of the following is not a tool of Consumer promotion:  
(a) Samples. (b) Buying allowances.  
(c) Rebates. (d) Coupons.
5. The method of charging prices according to what competitors are charging is called:  
(a) Premium pricing. (b) Going rate pricing.  
(c) Target pricing. (d) Differential pricing.

**B. Fill in the blanks:**

6. The concept of marketing mix was developed by -----.
7. ----- is the process of creating an image for a product in the minds of targeted customers.
8. ----- goods are purchased without any planning or thought.
9. The negative feelings which arises after purchases causing inner tension is known as -----.
10. ----- is described as silent salesman.

**Part B (Short Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. Define Consumer goods?
12. What is Product line?
13. What is consumer behaviour?
14. What is Sales promotion?
15. What is Dual pricing?
16. What is Promotion mix?
17. What do you understand by Marketing Myopia?
18. What is meant by Brand equity?
19. What is Demographic segmentation?
20. What is Electronic retailing?

**(8 x 2=16 marks)**

**Part C (Short Essay Questions)**

*Answer any six questions.  
Each question carries 4 marks.*

21. What are the elements of Marketing mix?
22. What is Packaging ? Describe the functions of Packaging.
23. Define Service marketing. Explain its elements.
24. Explain the qualities of a good salesman.
25. What are the factors to be considered in selecting channel of distribution?
26. Distinguish between Publicity and Public relation.
27. What are the social factors influencing Consumer behaviour?
28. Explain the strategies of pricing of new products.

**(6 x 4 = 24 marks)**

**Part D (Essay Questions)**

*Answer any two questions.  
Each question carries 15 marks.*

29. What do you mean by Product Life Cycle ? Explain the various stages of Product Life Cycle. Discuss its importance and limitations.
30. Define Market Segmentation . Discuss the various bases of Market Segmentation .
31. Define Personal Selling . Explain the steps in Personal Selling . Discuss its advantages and disadvantages.

**(2 x 15 = 30 marks)**

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester BBA Degree Examination, March 2017  
BBIVB06– Financial Management  
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**PART – A**

*Answer all the questions. Each carries one mark*

1. According to traditional approach, the cost of capital is affected by .....
2. .... dividend promises to pay the shareholders at a future date.
3. .... determines the number of years required to recover initial investment outlay.
4. In a Miller-Orr cash management model, 'Z' represents.....
5. Wealth maximisation means maximising the ..... of a course of action.
6. High proportion of gearing will increase
  - A) Market rate risk
  - B) Financial risk
  - C) Business risk
  - D) Interest rate risk
7. If EBIT is less than the financial break-even point, then
  - A) Cost of debt raises
  - B) EPS will be negative
  - C) EPS will be positive
  - D) There will be no impact on EPS
8. The NPV method of capital budgeting assumes that cash flows are reinvested at
  - A) Risk-free rate
  - B) Discount rate used in the analysis
  - C) Internal rate of return
  - D) Cost of debt.
9. Total risk of a firm is measured by
  - A) Combined leverage
  - B) Operating leverage
  - C) Financial leverage
  - D) EBIT-EPS Analysis.
10. Finance function involves
  - A) Procurement of fund only
  - B) Expenditure of funds only
  - C) safe custody of funds only
  - D) Procurement and effective utilisation of funds

( 10 x 1= 10 marks)

**PART – B**

*Answer any 8 questions from Ten, answer in two or three sentences.*

*Each carries 2 marks*

11. What is capital rationing?
12. What is CAPM?
13. What is arbitrage process?
14. What is clientele effect?
15. Define cost of capital.
16. What do you mean by financial BEP?
17. What do you mean by overtrading?
18. Define financial management.
19. What is trading on equity?
20. State the hedging approach to working capital management.

**( 8 x 2=16 marks)**

**PART – C**

*Answer any 6 questions, each carries 4 marks*

21. Critically evaluate the objectives of financial management?
22. A 7 year, Rs 100 debenture of a firm can be sold for a net price of Rs 97.50. The rate of interest is 12 per cent per year and debentures will be redeemed at 5 per cent premium on maturity. The firm's tax rate is 30 per cent. Compute the cost of debenture.
23. Consider the following information for Max Enterprises; EBIT – Rs 1120, Profit Before Tax- Rs 320, fixed cost Rs 700. Calculate the percentage change in EPS if sales increased by 5 per cent.
24. Explain briefly the factors affecting working capital needs of an organisation
25. Sharma Ltd decides to liberalise the credit to increase its sales. The liberalised credit policy will bring additional sales of Rs 3, 50,000. The variable cost will be 65 % of sales and there will be 12 % risk for non-payment and 6 % collection costs. Will the company benefit from the new credit policy?
26. The current price of a company's share is Rs 80 and the dividend per share is Rs 5. Calculate the dividend growth rate, if its capitalisation rate is 12 per cent
27. From the following data, compute the value of the firm and equity capitalisation rate under Net operating income approach ; Outstanding debenture Rs 250,000, cost of debt 10 per cent, operating income Rs 55,000, overall cost of capital 12.5 per cent.

28. What is factoring? Give a brief account of the major functions of a factor

**PART – D**

*Answer any 2 questions, each carries 15 mark.*

29. T ltd has an investment budget of Rs 100 lakhs for 20x8-x9. It has short listed two projects A and B after completing the market and technical appraisals. The management wants to complete financial appraisal before making the investment. Particulars regarding the projects are, Salvage value- nil for both projects. Estimated life 10 years for both projects. SLM depreciation is followed. Tax rate is 50%.

Particulars	Project A ( Rs lakhs)	Project B ( Rs lakhs)
Investment required	100	90
Average annual cash flow before depreciation and tax	28	24

Calculate a) Pay- back Period and b) Internal Rate of return.

30. The following is the capital structure of Himalaya Ltd as on 31<sup>st</sup> march 20X8; Equity shares (of Rs 100 each ) Rs 20 lakh, 10% preference shares ( of Rs 100 each) Rs 8 lakh, 12% debentures Rs 12 lakh.

The market price of the company's share is Rs 110 and it is expected that a dividend of Rs 10 per share would be declared after 1 year. The dividend growth rate is 6%.

A) If the company is in the 50% tax bracket, compute the weighted average cost of capital.

B) Assuming that in order to finance an expansion plan, the company intended to borrow a fund of Rs 20 lakh bearing 15% rate of interest, what will be the company's revised WACC? This financing decision is expected to increase dividend from Rs 10 to Rs 12 per share. However, the market price of equity share is expected to decline from Rs 110 to Rs 105 per share.

31. What is capital structure? What are the major determinants of capital structure? Briefly explain the approaches to capital structure.

**( 2 x 15= 30 marks).**

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Fourth Semester B.Com/BBA/BVOC/BMMC/ CS Degree Examination, March 2017

A13 – Entrepreneurship Development

(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**PART A**

*Answer ALL questions. Each question carries 1 mark*

**I Choose the correct answer**

1. The investment in plant and machinery in ancillary units should not exceed  
a)Rs. 25 lakhs      b) Rs. 2 crores      c)Rs.5 crores      d) Rs.10 crores
2. The MSME Development Act came into force in the year  
a)2005      b)2006      c)2008      d)2010
3. Which of the following is a technique of project identification?  
a)CVP Analysis      b)Desk Research      c)Sensitive Analysis      d)SWOT
4. Which is not a discounted cash flow technique?  
a) ARR      b) IRR      c) NPV      d) N/P
5. Minimum number of members to form an ED Club is  
a) 20      b) 25      c) 50      d) 60

**II Fill in the blanks**

6. .... skill refers to the ability to conceive new ideas and products
7. IRR is also called .....
8. .... technique is used to assess expected profitability
9. .... units provide inputs to other industries
10. .... is the difference between Sales and Break-even Sales

(10 x 1=10 marks)

### PART B

*Answer any EIGHT questions. Each question carries 2 marks*

11. What do you mean by Seed Capital?
12. What is STEP?
13. What is Techno-economic analysis?
14. What is product mix?
15. What is business incubation?
16. Define Drone Entrepreneurs.
17. What is Social Marginality?
18. What is Occupational Mobility?
19. Define Industrial Estate
20. What is ideal location?

**(8 x 2=16 marks)**

### PART C

*Answer any SIX questions. Each question carries 4 marks*

21. What is project formulation? Describe its significance.
22. What factors have bearing on the plant capacity?
23. Describe the rationale of NPV method.
24. Distinguish between NPV and IRR
25. What are the steps involved in PERT?
26. What are the functions of ED Club?
27. What are the skills required by entrepreneurs?
28. "Innovation is key to entrepreneurship." Discuss.

**(6 x 4=24 marks)**

### PART D

*Answer any TWO questions. Each question carries 15 marks*

29. "The greatest problem of women entrepreneurs is that they are women" Discuss.
30. What is Technical Analysis of a Project? Discuss the various aspects to be considered in Technical Analysis.
31. Define Project Report. Explain its contents.

**(2 x15 =30 marks)**

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Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester BBA Degree Examination, March 2017  
BBIVC04– Management Science  
(2015 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**PART -A**

[Answer *all* Questions. Each question carries 1 marks]

1. A feasible solution which maximizes total revenue or minimize total costs is called -----  
-- solution.  
(a) Minimal (b) maximum (c) optimum (d) None of these
2. It is not a technique of operations research  
(a) Linear programming (b) Game theory (c) Simulation (d) Quality control
3. The model in which one set of properties is used to represent another set of properties is called-----  
(a) Analogue model (b) symbolic model (c) iconic model (d) None of these
4. ----- is an activity oriented diagram  
(a) CPM (b) PERT (c) Looping (d) None of these
5. Decision making under certainty refers ----- situation  
(a) Deterministic (b) uncertainty (c) competition (d) None of above

**Fill in the blanks**

6. ----- tries to optimize a well defined objective function subject to constraints.
7. A transportation problem is a special type of ----- programme
8. ----- is the shortest possible time in which an activity can be completed under ideal conditions, if everything goes well.
9. An activity whose float is zero is called-----
10. ----- is the duration by which an activity can be delayed without delaying the project.

(10 x 1=10 Marks)



## PART-B

[Answer any eight Questions. Each question carries 2 marks]

11. What is a critical path
12. Give two applications of linear programming in the area of finance in business
13. Define feasible solution
14. What is EMV
15. Name any three approaches or methods used with transportation problem for determining the starting solution
16. Define operations research
17. What is float
18. What is an opportunity loss table
19. Define game theory
20. What is an optimum solution

(8 x 2= 16 Marks)

## PART -C

[Answer any six Questions. Each question carries 4 marks]

21. Explain North west corner method of solving a transportation problem
22. What are the methods used for solving operations research model
23. A farm is engaged in breeding pigs. The pigs are fed on various products grown on the farm. In view of the need to ensure certain nutrient constituents (call them X, Y, Z), it is necessary to buy two additional products; say A and B. One unit of product A contains 36 units of X, 3 units of Y and 20 units of Z. One unit of product B contains 6 units of X, 12 units of Y and 10 units of Z. The minimum requirement of X, Y and Z is 108 units, 36 units and 100 units respectively. Product A costs Rs 20 per unit and product B Rs 40 per unit. Formulate the above as a linear programming problem.
24. Write a short note on the following  
(a) Iconic model                      (b) Analogue model    (c) Symbolic model
25. What are the advantages and disadvantages of PERT
26. Explain the term EVPI
27. Explain the management application of network analysis
28. Find the initial basic feasible solution for the following transportation problem by VAM

	$D_1$	$D_2$	$D_3$	$D_4$	Capacity
$O_1$	19	30	50	10	7
$O_2$	70	30	40	60	9
$O_3$	40	8	70	20	18
Demand	5	8	7	14	34

(6 x 4= 24 Marks)

**PART -D**

[Answer any two Questions. Each question carries 15 marks]

29. Discuss the role and scope of OR in business for scientific decision making
30. Solve the following LPP graphically

$$\max z = 4x_1 + 3x_2$$

subject to

$$2x_1 + x_2 \leq 1000$$

$$x_1 + x_2 \leq 800$$

$$x_1 \leq 400$$

$$x_2 \leq 700$$

$$x_1 \geq 0 \text{ and } x_2 \geq 0$$

31. A project consists of the following activities

Activity	Immediate predecessors	Time (weeks)
A	-----	6
B	-----	9
C	A	9
D	B,C	3
E	B,C	12
F	D	6
G	E,F	3

- (i) Draw a project diagram
- (ii) What is the project completion time? Which of the activities must be completed in time so that the project may be completed in time

**(2 x 15=30 marks)**