

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
**Fourth Semester BBA Degree Examination, March 2018**  
**BBIVC04– Management Science**  
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**PART I****(Answer all the following questions. Each carries one mark)****A. Fill in the blanks by choosing the most appropriate answer from the brackets:**

1. ----- theory is used to determine the optimum strategy in competition and conflict  
 (a) Decision (b) Game  
 (c) Queuing Theory (d) Set
2. ----- is a set of non-negative allocations which satisfies row and column restrictions  
 (a) feasible solution (b) Infeasible solution  
 (c) degenerate solution (d) none of these
3. ----- models are used in the environment of risk and uncertainty  
 (a) Analog (b) Deterministic  
 (c) Probabilistic (d) Static
4. ----- is an important technique of decisions under conditions of certainty  
 (a) PERT (b) Decision tree  
 (c) Linear Programming (d) Bayesian analysis
5. Total float is zero for ---- activities  
 (a) Dummy (b) non-critical  
 (c) critical (d) none of these

**B. Choose the correct answer :**

6. The expected pay-off criterion EMV stands for :  
 (a) Expected monetary value (b) Expected market value  
 (c) Earnings measurement value (d) Even measurement value
7. The shortest possible time of an activity in PERT network diagram is :  
 (a) Pessimistic time (b) Most likely time  
 (c) Optimistic time (d) Normal time
8. The technique most appropriate for controlling cost :  
 (a) PERT (b) CPM  
 (c) LPP (d) BEP

9. In decision making under uncertainty, the criterion of optimism is :
- (a) Minimax (b) Maximax  
(c) Minimin (d) Maximin
10. ----- means the sum of the resources used by different activities must be equal to the total resources
- (a) Additivity (b) Optimality  
(c) Linearity (d) optimality

(10 x 1 = 10 Marks)

### PART B

(Answer *eight* questions. Each carries *two* marks)

11. What are deterministic models?
12. List out the two drawbacks of Operations Research?
13. What is Initial basic solution?
14. What do you understand by Transportation problem?
15. Explain the steps in MODI method
16. Define Network Analysis
17. What do you mean by regret table?
18. Distinguish between free float and independent float
19. What do you mean by simulation?
20. Define Dummy activity?

(8 x 2 = 16 Marks)

### PART C

(Answer *any six* questions. Each carries *four* marks)

21. Explain the phases of Operations Research?
22. What do you mean by model? Explain the various types of models in OR?
23. Explain the rules for constructing Network Diagrams?
24. Distinguish between PERT and CPM?
25. A company has two types of pens say A and B. Pen A is a superior quality and Pen B is a lower quality. Profits on pen A and pen B are Rs.5 and Rs.3 per pen respectively. Raw materials required for each pen A is twice as that of pen B. The supply of raw material is sufficient only for Rs.1000 pens of B per day. Pen A requires a special clip and only 400 such clips are available per day. For pen B, only 700 clips are available per day. Formulate the problem into a L.P.P?

26. A news paper distributor assigns probabilities to the demand for a magazine as follows:

Copies demanded : 1    2    3    4

Probability        : 0.4   0.3   0.2   0.1

A copy of the magazine sells for Rs.7 and costs Rs.6.Prepare a pay-off table?

What can be maximum possible expected monetary value(EMV)if the distributor can return unsold copies for Rs.5 each?

27. Solve the following Transportation problem

Plant	A	B	C	D	Available
X	10	22	10	20	8
Y	15	20	12	8	13
Z	20	12	10	15	11
Required	5	11	8	8	

28. From the following table showing states of nature and strategies ,suggest which strategy should be selected on the basis of (a) Maximax criterion (b) Maximin criterion

Strategies	Payoff		
	States of Nature		
	N1	N2	N3
S1	700	300	150
S2	500	450	0
S3	300	300	300

29. Explain the steps in the graphical method of solving L P P

(6 x 4 = 24 Marks)

#### PART D

(Answer any two questions .Each question carries 15 marks)

30. Define Operations Research and explain tools and techniques of OR?

31. Solve the following LPP graphically:

$$\text{Maximise } Z=8000X_1+70000X_2$$

$$\text{Subject to } 3X_1 + X_2 \leq 66$$

$$X_1 + X_2 \leq 45$$

$$X_1 \leq 20$$

$$X_2 \leq 40 \text{ where } X_1 \geq 0 \text{ and } X_2 \geq 0$$

32. A small project is composed of seven activities whose time estimates are given in the following table:

- Find the expected duration of each activity?
- What is the expected project length?
- Construct the network diagram and identify the critical path?

Activity		Name of the activity	Time required(days)		
Event	Event		Optimistic	Most likely	Pessimistic
1	2	A	6	6	24
1	3	B	6	12	18
1	4	C	12	12	30
2	5	D	6	6	6
3	5	E	12	30	48
4	6	F	12	30	42
5	6	G	18	30	54

(2 x 15 = 30 Marks)

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(Pages : (3)

Reg. No:.....

Name: .....

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
**Fourth Semester BBA Degree Examination, March 2018**  
**BBIVB06– Financial Management**  
 (2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**Section A**  
**(Answer all)**

1. The appropriate objective of financial management is
  - a. Maximization of sales
  - b. Maximization of profits
  - c. Maximization of owner's wealth
  - d. Maximization of cash inflow
2. Process of computing the present value of future money is
  - a. Compounding
  - b. Discounting
  - c. Capital Budgeting
  - d. Cumulating
3. Cost of preference shares is
  - a. Treated for tax
  - b. Not treated for tax
  - c. Occasionally treated for tax
  - d. None of these
4. The fulcrum of financial leverage is
  - a. Fixed return
  - b. Fixed cost
  - c. EBIT
  - d. EPS
5. The automatic sources of short term funds arising in normal course of business is
  - a. Long term financing
  - b. Spontaneous Financing
  - c. Short term financing
  - d. None of these
6. .... is a stream of uniform periodic cash flows.
7. .... is the rate at which NPV of a project becomes zero
8. .... leverage explains the financial risk of the firm
9. Cost of capital is the ..... rate of return expected by investors.
10. The time required to process and execute an order is called .....

(10 x 1=10 Marks)

**Section B**  
**(Answer any eight)**

11. Define financial management.
12. What is capital budgeting?
13. What is time value of money?
14. Define IRR
15. What is cost of retained earnings?
16. What is operating leverage?
17. What is interim dividend?
18. What is operating cycle?
19. What is re-order level?
20. Calculate the present value of Rs 6000 received at the end of five years. Assume a 7% time preference rate.

**(8 x2=16 Marks)**

**Section C**  
**(Answer any six)**

21. What are the functions of a finance manager?
22. Explain the capital budgeting process.
23. What are the determinants of working capital?
24. Briefly explain the different approaches of dividend theory.
25. A project of Rs 2000000 cost yielded annually a profit of Rs 300000 after depreciation @ 12.5% and is subject to income tax @ 50%. Calculate payback period.
26. Calculate EOQ from the following data  
Annual consumption – 10000 kg  
Cost of placing an order - Rs 50  
Cost per Kg of Material – Rs 2  
Storage cost – Rs 8% on average inventory
27. Calculate operating and financial leverages  
Sales (Rs 20 per unit) - Rs 2000000  
Variable cost per unit - Rs 7  
Fixed cost - Rs 65000  
Interest charges - Rs 15000
28. A company issued 10% debentures of Rs 500000 at a premium of 10%, redeemable at par after 5 years. The rate of taxation is 40%. Calculate cost of debenture.

**(6 x4=24 Marks)**

**Section D**  
**(Answer any two)**

29. Explain the various objectives of financial management.
30. A company is considering an investment in a project which will yield the following returns.

Years	1	2	3	4	5
Gross Yield	80,000	80,000	90,000	90,000	83,000

Cost of the project is Rs 2,00,000 and is expected to be depreciated at 20% p.a on written down value method. Income tax rate is 50% and the salvage value is zero.

Would you recommend the accepting of project under IRR method if the standard rate of return is 10%?

31. The shares of a company are selling at Rs 40 per share and it has paid a dividend of Rs 4 per share in the last year. The market expect growth rate of 5% per year.
- Calculate company's equity cost of capital
  - If the anticipated growth rate if 7%, calculate the indicated market price per share.

(2 x 15=30 Marks)

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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE  
Fourth Semester BBA Degree Examination, March 2018  
BBIVB05 – Marketing Management  
(2016 Admission onwards)

Max. Time: 3 hours

Max. Marks: 80

**SECTION I**

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

**I. Choose the most appropriate answer from the following:**

1. Who has developed the concept of Marketing Mix  
a. Philip Kotler      b. N.H Borden      c. Mc Cathy      d. Peter F. Drucker
2. Perception is a part of  
a. Personal factor      b. Psychological factor      c. Social factor      d. Cultural factor
3. The most basic level of a product is called:  
a. Basic product      b. Tangible product      c. Augmented product      d. Core product
4. Break even pricing is adopted during.....stage of product life cycle.  
a. Introduction      b. Growth      c. Maturity      d. Decline
5. Which of the following is a form of outdoor advertising?  
a. Posters      b. Radio      c. Newspaper      d. Films

**II. Fill in the blanks with suitable answers**

6. ....is a promotion tool used for short term duration
7. Traders who do not have a fixed place of business are called.....
8. ....environment is considered as controllable.
9. The process of dividing a whole market into different sub markets is called.....
10. Oral communication with potential buyers is termed as.....

**(10 x 1 = 10 marks)**



## SECTION II

Answer any eight questions in two or three sentences. Each question carries 2 marks

11. What is spot market?
12. What is demarketing?
13. What is meant by consumer behaviour?
14. What is social class?
15. What is brand equity?
16. What is cost plus pricing?
17. Distinguish between pricing policy and pricing strategy?
18. Define advertising?
19. Who is hawker?
20. What is product mix?

(8 x 2 = 16 marks)

## SECTION III

Answer any six questions in 150 to 200 words. Each question carries 4 marks

21. Distinguish between Vertical Marketing System and Horizontal Marketing System.
22. What are the advantages of consumer co-operative stores?
23. Distinguish between advertising and publicity
24. Explain the qualities of a good advertisement copy?
25. What are the advantages of direct marketing?
26. Explain different types of package.
27. Distinguish between consumer and buyer.
28. Explain different product positioning strategies.

(6 x 4 = 24 marks)

## SECTION III

Answer any two questions in 600 to 800 words. Each question carries 15 marks

29. What is consumer behavior? Explain the factors affecting consumer behavior.
30. Define market. How do you classify markets on various grounds?
31. Define channel of distribution. Explain the factors influencing selection of channel of distribution.

(2 x 15 = 30 marks)