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B.B.A. V Semester Examination

CBS-Vs/11(R)

240278

MANAGEMENT SCIENCES

Course No. UBBATC - 501

30
max
Time Allowed-2½ Hours

Maximum Marks-80

Section - A

Note: Attempt all questions. Each question is of 3 marks.

(5×3=15)

1. What is an Artificial Variable in context of LPP?
2. Differentiate between risk and uncertainty.
3. What is a queuing system?
4. What is simulation?
5. What is a Zero sum game?

Section - B

Note: Attempt all questions. Each question is of 7 marks.

(5×7=35)

6. What is an infeasible solution in case of LPP and how is this condition recognized in the graphical method?

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Define pure and mixed strategies in game theory?

What do you understand by queuing structure? Explain (a) first-come first served (b) last come - first served (c) service in random basis of customer handling

9. Explain using suitable example the 'minimax' and 'maximin' criteria of decision making

10. What is a Monte Carlo simulation? Using a suitable example, discuss the steps involved in solving a problem using this method

Section - C

Note: Attempt any two questions. Each question is of 15 marks.
(2×15=30)

11. Consider a single server queuing system with Poisson input, exponential service times. Suppose the mean arrival rate is 36 calling units per hour, the expected service time is 0.25 hour and the maximum permissible calling units in the system is three. Derive the steady state probability distribution of the number of calling units in the system, and then calculate the expected number in the system.

12. Maximize $Z = 5x - 2y + 3z$

Subject to $2x + 2y - z \geq 2$

$$3x - 2y \leq 3$$

$$y - 3z \leq 5$$

$$x, y, z \geq 0$$

$$\lambda = 36 \text{ hr}^{-1}$$

$$\mu = 0.25$$

$$L = ?$$

$$L_s = \frac{\lambda}{\mu - \lambda}$$

to supply the
... adopted by companies for

13. Solve the following game

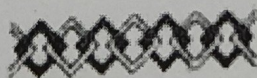
	B1	B2	B3
A1	2	8	3
A2	6	2	8
A3	4	1	6

(3)

14. A retailer purchases cherries every morning at Rs. 50 a case and sells them for Rs. 80 a case. Any case remaining unsold at the end of the day can be disposed of next day at a salvage value of Rs. 20 per case (thereafter they have no value). Past sales have ranged from 15 to 18 cases per day. The following is the record of sales for the past 120 days.

Cases sold	15	16	17	18
No of days	12	24	48	36

Find how many cases the retailer should purchase per day to maximize his profit.



Total No. of Questions - 15

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CBS-Vs/11(R)

240288

MANAGEMENT ACCOUNTING

Course No. : UBBATC-502

Time Allowed - 2 ½ Hrs

Maximum Marks - 80

SECTION - I

Note: Attempt ALL the questions. Each question carries 3 marks.
(5×3=15)

1. Discuss the functions of management accounting.
2. State the limitations of ratio analysis.
3. Discuss the various sources of funds.
4. What are the limitations of budget and budgetary control?
5. What is return on capital employed?

SECTION - II

Note: Attempt ALL the questions. Each question carries 7 marks.
(5×7=35)

1. What is the role of management accounting in decision making?
2. What are the liquidity ratios? Enumerate their advantages and disadvantages.

are required to calculate:

- a) Gross Profit Ratio.
 - b) Net Profit Ratio.
 - c) Operating Ratio.
 - d) Operating Profit Ratio.
 - e) Administrative Expenses Ratio.
3. Explain in detail the method of preparation of cash flow statement using hypothetical example.
4. What is a Production Budget? Discuss the various stages involved in the preparation of production budget.
5. Calculate the "Funds from Operation" from the information given below as on 31st March, 2018:
- a) Net profit for the year ending 31st March 2018, Rs. 6,50,000.
 - b) Gain on the sale of building Rs. 35,500.
 - c) Good will appears in the books at Rs. 1,80,000 out of that 10% has been written off during the year.
 - d) Old machinery worth Rs. 8,000 has been sold for Rs. 6,500 during the year.

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B.B.A. V - Semester Examination

CBS-Vs/11(R)

240308

ADVERTISING AND PROMOTION

Course No. : UBBATE-512

Time Allowed- 2½ Hours

Maximum Marks-80

SECTION A

Note:-Attempt ALL questions. Each question carries 3 marks.

(5×3=15)

1. What are the objectives of advertising?
2. Define Media Planning.
3. Explain 'Brand Appeal' as an advertisement appeal with an example.
4. What do you understand by Ad agency?
5. What is the importance of sales promotion in Marketing?

SECTION B

Attempt ALL the questions. Each question carries 7 marks.

(5×7=35)

1. What is advertising agency? How does advertising agency work?

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2. What are the various ways to measure the effectiveness of an advertising campaign? *the way*
3. What are the different types of media? List out the advantages and disadvantages of each.
4. What are the emerging media trends with reference to Internet boom and media marketing?
5. Explain the design of sales promotion campaign for newly launched soft drink.

SECTION C

Attempt any TWO questions. Each question carries 15 marks.
(2×15=30)

1. What is advertising copy? Explain the steps in preparing an ad copy.
 2. What is the role of advertising? Explain in detail the Advertiser and Advertising agency Interface.
 3. What are advertising appeals? Discuss the types of advertising appeals.
 4. What is media planning? Discuss the various steps involved in media planning.
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