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B.B.A. V Semester Examination

CBS-Vs/11

234999

MANAGEMENT SCIENCE

Course No. UBBATC- 501

2019

Time Allowed-2½ Hours

Maximum Marks-80

Section - A

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

1. What is a Surplus Variable in context of LPP? (1)
2. What do you understand by Opportunity Loss Matrix? (1)
3. Discuss the characteristics of a queuing system? (1)
4. Suggest some application of simulation. (1)
5. What are the limitations of the Game Theory? (2)

Section - B

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

6. What is the difference between deterministic and probabilistic queuing model? Give suitable examples to explain the difference (3)
7. Define pure and mixed strategic in game theory? (3)

8. Explain the following terms in relation to LPP

- a) Optimal solution
- b) Unbounded solution
- c) Multiple Optimal Solution
- d) Infeasible solution.

3

9. Discuss the various decision making criterion used under the case of uncertainty. Explain using suitable example. 4

10. What do you understand by Expected value of Perfect Information? Explain using suitable examples. 2

Section - C

Note : Attempt any two questions. Each question is of 15 marks.

11. Customers arrive at a sales counter manned by a single person according to Poisson Process with a mean rate of 20 per hour. The time required to serve a customer has an exponential distribution with a mean of 100 seconds. Find the average waiting time of a customer.

12. Solve the following linear program

$$\text{Max } Z = 5a + 5b + 24c$$

Subject to

$$15a + 4b + 12c \leq 2800$$

$$15a + 8b \leq 6000$$

$$a + 8c \leq 1200$$

$$a, b, c \geq 0$$

- 1.3 Honda manufactures around 150 high - speed motorcycles. The daily production varies from 146 to 154 depending upon the availability of raw materials and other working conditions.

Production per day	Probability
146	0.04
147	0.09
148	0.12
149	0.14
150	0.11
151	0.10
152	0.20
153	0.12
154	0.08

The finished motorcycles are transported in a specially arranged lorry accommodating 150 vehicles. Use the following random numbers :

80,81,76,75,64,43,18,26,10,12,65,68,69,61,57

Simulate the process to find out,

- What will be the average number of motorcycles waiting in the factory?
- What will be the average number of empty space on the lorry?

[Turn Over

CBS-Vs/11

235009

Management Accounting

Course No. : UBBATC - 502

2019

Time Allowed- 2½ Hours

Maximum Marks-80

SECTION - I

Attempt All the questions. Each question carries 3 marks.

(5×3=15)

1. Briefly discuss the role of management accounting in decision-making.
2. What is a DuPont Chart? ✓
3. Discuss the various applications of funds. ✓
4. What is a master budget? ✓
5. What are turnover ratios? ✓

SECTION - II

Attempt All the questions. Each question carries 7 marks.

(5×7=35)

1. Distinguish between Management Accounting, Financial Accounting and Cost Accounting.

- What do you mean by ratio analysis? Enumerate its importance and limitations.
3. Explain using hypothetical example the estimation of working capital requirements.
 4. Explain the nature and limitations of budget and budgetary control.
 5. Discuss some of the important tools and techniques used in management accounting.

SECTION - III

Attempt any **Two** questions. Each question carries **15** marks.

(2×15=30)

1. Define management accounting. Explain the nature, scope and functions of management accounting.
2. Explain and illustrate the following ratios used in management accounting:
 - a) Return on capital employed
 - b) Debt to Equity ratio To
 - c) Operating ratio
3. What is a fund flow statement? Examine its use and significance for management

4. From the following information calculate cash flow from operating activities:

Particulars	Amount (in Rs.)
Total Sales for the year	2,50,000
Total Purchases for the year	2,00,000
Trade Debtors as on 1.7.2017	12,000
Trade Creditors as on 1.7.2017	14,500
Trade Debtors as on 30.6.2018	20,800
Trade Creditors as on 30.6.2018	21,600
Total Operating Expenses for the year	10,200
Outstanding Expenses as on 1.7.2017	1,800
Prepaid Expenses as on 1.7.2017	1,500
Outstanding Expenses as on 30.6.2018	2,400
Prepaid Expenses as on 30.6.2018	2,200
Income Tax paid during the year	2,000

the product. Each product requires 3 units of Material A and 2 units of Material B. The estimated opening balances next year will be:

Finished Product - 10,000 units,

Material A - 12,000 units,

Material B - 15,000 units.

... .. at the end of the year are

B.B.A. V Semester Examination**CBS-Vs/11****235019**2019**CONSUMER BEHAVIOUR AND MARKETING RESEARCH****Course No. UBBATE - 511***Time Allowed-2 1/2 Hours**Maximum Marks-80***Note :** Question paper consists of **Three** parts :

- Part A: All questions are compulsory. Each question carries 3 marks. (5×3=15)
- Part B: All questions are compulsory. Each question carries 7 marks. (5×7=35)
- Part C: Attempt any two questions. Each question carries 15 marks. (2×15=30)

PART - A**All questions are compulsory. Each question carries 3 marks. (5×3=15)**

1. What are the elements of consumer analysis?
2. Exemplify the concept of Brand personality.
3. What are different external influences on consumer behaviour?
4. Differentiate between marketing research and market research?
5. What are the major components of Howard Sheth model of consumer behaviour?

PART - B

All questions are compulsory. Each question carries 7 marks. (5×7=35)

- ✓ 6. Highlight the major trends in consumer behaviour.
- ✓ 7. Explain the relevance of Maslow's need hierarchy theory for the marketers.
- ✓ 8. Discuss the various elements of Perception.
- ✓ 9. What are different types of reference groups?
- ✓ 10. What are different types of marketing research?

PART - C

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

- ✓ 11. Discuss any two models of consumer behaviour. Also discuss the relevance of these models for marketing managers.
- ✓ 12. What do you understand by culture and sub culture? Discuss

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B.B.A. V Semester Examination

CBS-Vs/11

235029

2019

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. Define media plan.
2. Define advertisement reach.
3. Explain 'Less than Perfect' as an advertisement appeal with an example.
4. What do you understand by Ad agency?
5. What is Publicity?

SECTION - B

Note : Attempt all questions. Each question carries 7 marks.

(5×7=35)

1. What is advertising agency? How does advertising agency work?
2. What are the various ways to measure the effectiveness of an advertising campaign?

How is media selected? How is cost efficiency determined in media selection?

4. Discuss the common sales promotion strategies and tactics.
5. What are the advantages and disadvantages of Personal selling?

Section - C

Note : Attempt any **two** questions. Each question carries **15** marks.

(2×15=30)

1. Discuss the various types of Ad agencies? What are the advantages and disadvantages of an in-house agency?
 2. What are advertising appeals? Discuss the types of advertising appeals.
 3. What is media planning? Discuss the various steps involved in media planning.
 4. What is advertising copy? Discuss the headlines and the basis of writing advertising copy.
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