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B.B.A. V - Semester Examination

CBS - Vs/5 (R&P)

28171

MANAGEMENT SCIENCE

Course No. : UBBATC - 501

Time Allowed- 2½ Hours

Maximum Marks-80

SECTION - A

All questions are compulsory. Each question is of **three (3)** marks. **(5×3=15)**

1. What is the relevance of management science in decision making?
2. How is an Artificial Variable introduced in a Minimization LPP?
3. What is Expected Opportunity Loss?
4. What is the General Structure of a Queuing System?
5. Write a note on Monte Carlo Simulation.

SECTION - B

All questions are compulsory. Each question is of **seven (7)** marks. **(5×7=35)**

6. Linear Programming sometimes is defined as an infinite number of feasible solutions. How such information is useful in decision making?
7. What are the assumptions underlying common queuing models? Give an example of a queuing model.

8. Briefly explain the Saddle Point in case of a Game Theory. Illustrate your answer with a suitable example.
9. Explain with an example the 'minimax' and 'maximin' criteria of decision making.
10. What is Simulation? Specify certain areas where simulation can be used.

SECTION - C

Any two questions. Each question is of fifteen (15) marks.
(2×15=30)

11. Solve the following linear programming problem

$$\text{Max } Z = 22x_1 + 30x_2 + 25x_3$$

Subject to

$$2x_1 + 2x_2 \leq 100$$

$$2x_1 + x_2 + x_3 \geq 100$$

$$x_1 + 2x_2 + 2x_3 \leq 100$$

$$x_1, x_2, x_3 \geq 0.$$

12. Solve the game whose payoff matrix is given below

	B1	B2	B3	B4
A1	3	2	4	0
A2	3	4	2	4
A3	4	2	4	0
A4	0	4	0	8

13. At a service centre customers arrive at the rate of 10 per hour and are served at the rate of 15 per hour. Their arrival follows Poisson distribution and service is exponentially distributed. Find the average length and average waiting time in the system.
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.

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B.B.A. V - Semester Examination

CBS - Vs/5(R&P)

28181

MANAGEMENT ACCOUNTING

Course No. : UBBATC - 502

Time Allowed- 2½ Hours

Maximum Marks-80

SECTION - A

Attempt all the questions. All questions are compulsory and carry 3 marks each. (5×3=15)

1. What do you understand by management accounting?
2. Discuss the scope of management accounting.
3. Highlight the limitations of ratio analysis.
4. Explain the nature of working capital.
5. What is budget?

SECTION - B

Attempt all the questions. All questions are compulsory and carry 7 marks each. (5×7=35)

1. Distinguish between management accounting and cost accounting.
2. Discuss the various liquidity ratios using hypothetical examples and interpret them.

(2)

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3. From the following information, calculate the current assets and current liabilities:
- i) Current ratio - 2.5
 - ii) Liquidity ratio - 1.5
 - iii) Working capital - Rs. 60,000
 - iv) Reserves and surplus - Rs. 40,000.
4. Distinguish between cash flow statement and fund flow statement.
5. Describe the various types/classification of budgets.

SECTION - C

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

1. Discuss the role of management accounting in decision making.
2. "Ratio analysis is a tool to examine the health of business with a view to make financial results more intelligible." Explain.
3. Calculate 'Funds from operations' from the information given below as on 31st march, 2019:
 - i) Net profit for the year ended 31st March, 2019, Rs. 6,50,000.
 - ii) Gain on sale of building Rs. 35,500.
 - iii) Goodwill appears in the books at Rs. 1,80,000 out of that 10 percent has been written off during the year.

(3)

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- iv) Old machinery worth Rs. 8000 has been sold for Rs. 6500 during the year.
 - v) Rs. 1,25,000 have been transferred to General Reserve Fund.
 - vi) Depreciation has been provided during the year on machinery and furniture at 20% whose total cost is Rs. 6,50,000.
4. What do you understand by budgetary control? Discuss in detail the steps in budgetary control.
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CBS-Vs/2(R&P)

21872

B. B. A. 5th Semester (CBS) Examination
(Consumer Behavior & Marketing Research)

Course NO. UBBATE – 511

Time Allowed: 2 ½ Hours

Maximum Marks: 80

Section – A

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

1. Discuss the latest trends in consumer behavior.
2. Discuss the importance of understanding of the “changing life style in India”.
3. How social differences affect the behavior of the consumer?
4. How organizations can follow ethics while conducting marketing research?
5. What is the relevance of marketing research for growing organizations?

(2)

(BBA, UBBATE - 511)

Section - B

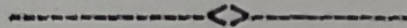
Note: Attempt all questions. Each question carries seven marks.

6. Explain the relevance of understanding "consumer behavior" in present context.
7. What are elements of consumer learning?
8. How are innovators different from laggards?
9. Discuss the importance of analyzing demographics for understanding consumer behavior. Explain with the help of examples.
10. Differentiate between marketing research and MIS.

Section - C

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

11. How consumer attitudes are formed and changed? Why is it important for the organizations to understand its relevance?
12. What is reference group? What are its types and how it affects consumer behavior?
13. Outline the steps involved in consumer research process.
14. Explain in detail the Nikosia Model of consumer behavior. Also discuss the relevance of the model for marketing managers.



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B.B.A. V - Semester Examination

CBS-Vs/5 (R&P)

28201

ADVERTISING PROMOTION

Course No. : UBBATE - 512

Time Allowed- 2½ Hours

Maximum Marks-80

SECTION - A

Attempt **all** the questions. Each question carries **3** marks.

(5×3=15)

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

SECTION - B

Attempt **all** questions. Each question carries **7** marks.

(5×7=35)

1. What is advertising agency? Describe the functions of an advertising agency?

(2)

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2. What are the various ways to measure the effectiveness of an advertising campaign?
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 during.

SECTION - C

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

(2×15=30)

1. What do you understand by advertising agency? Narrate the functions of advertising agency.
 2. What is meant by media reach? Discuss the methods of measuring ad effectiveness.
 3. What is ad creation? Explain the essentials of a good advertising layout.
 4. What is meant by media planning? Discuss the various steps involved in media planning.
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