



3rd Semester End Term Examination: Dec - 2022.

Subject : Marketing Management
Course : BBA - LLB
Full Marks : 70

Roll No:
Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) _____ includes the configuration of benefits, value, cost and satisfaction.
- | | |
|---------------|---------------|
| a) Demand | b) Innovation |
| c) Creativity | d) Invention |
- ii) Which of the following best identifies how marketing must be understood today?
- | | |
|---------------------------|--------------|
| a) Satisfy customer needs | b) Marketing |
| c) Selling | d) Behaviour |
- iii) Which concept holds that consumers will not buy enough of organizations product unless it takes large scale selling and promotion effort?
- | | |
|---------------|------------|
| a) Marketing | b) Selling |
| c) Production | d) Product |
- iv) _____ includes that other company's offering similar products & services to the same customer at similar prices.
- | | |
|-----------------|----------------|
| a) Supply Chain | b) Competition |
| c) Product | d) Price |
- v) Need become _____ when they are directed to specific objects that might satisfy the need.
- | | |
|-----------|----------------|
| a) Wants | b) Needs |
| c) Demand | d) Flexibility |

- vi) Which is intangible among the following?
 a) Product
 b) Services
 c) Product & Services
 d) Sales
- vii) _____ concept holds consumers will favour those products that offer the most quality or performance.
 a) Product
 b) Selling
 c) Production
 d) Sales
- viii) _____ involves managing demand, which in turn involves managing customer relationship.
 a) Production Marketing
 b) Direct Marketing
 c) Production Management
 d) Advertising
- ix) Which stage of the product lifecycle is marked by falling costs and rising revenues?
 a) Introduction Stage
 b) Growth Stage
 c) Maturity Stage
 d) Saturation Stage
- x) Which of the following is NOT an element of the marketing mix?
 a) Distribution
 b) Product
 c) Target Market
 d) Pricing
- xi) The following are all major stages of a product life cycle except _____.
 a) Sales Decline
 b) Market Maturity
 c) Market Introduction
 d) Market Growth
- xii) The usual source for new products is _____.
 a) Marketing Research
 b) Research and Development
 c) Accidental Discoveries
 d) A variety of sources including customers, competitors, serendipity and formal processes

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Explain the features of Marketing?
3. Explain Marketing Research.
4. What do you understand by Market Segmentation?
5. Explain the types of Products?
6. What do you understand by Promotion?
7. Explain the New Product Development?

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Explain in detail the Marketing Mix.
9. Explain in detail the Marketing STP Model.
10. What do you understand by Marketing Communication Mix?
11. Explain in detail the AIDA MODEL of Communication.



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PART - A

Multiple Choice Questions

[12x1=12]

- i) Under the Hindu Marriage Act, Hindu includes:
 - a) Buddhist
 - b) Sikh
 - c) Jain
 - d) All of the above
- ii) A person can become Hindu:
 - a) By conversion
 - b) By re-conversion
 - c) Both a and b
 - d) Neither a nor b
- iii) Period of imprisonment for procurement of marriage between two sapindas, under section 18 of the Act:
 - a) 15 days
 - b) One month
 - c) Six months
 - d) Three months
- iv) A marriage solemnized between any two Hindus, one of whom has a living spouse at the time of marriage, under Section 11 and 17 of the Act, shall be
 - a) Valid
 - b) Void
 - c) Voidable
 - d) Invalid
- v) A petition under the Hindu Marriage Act can be presented before
 - a) District Court
 - b) High Court
 - c) Supreme Court
 - d) District and High Court

11. The following is the Trading and Profit/loss a/c and balance sheet of a firm:

Trading and profit and Loss A/c

Particulars	Rs.	Particulars	Rs.
To Opening Stock	15,000	By Sales	1,00,000
To Purchases	55,000	By Closing Stock	10,000
To Gross Profit	40,000		
	1,10,000		1,10,000
To Administrative Expenses	15,000	By Gross profit	40,000
To Interest	3,000		
To selling Expenses	12,000		
To Net Profit	10,000		
	40,000		40,000

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Capital	1,00,000	Land and buildings	40,000
Profit and Loss A/c	10,000	Plant & Machinery	30,000
Creditors	25,000	Stock	15,000
Bills Payable	15,000	Debtors	15,000
		Bills receivable	12,500
		Cash at bank	17,500
		Furniture	20,000
	1,50,000		1,50,000

Calculate the following Ratios:

- 1) Inventory turnover ratio
- 2) Current Ratio
- 3) Gross Profit Ratio
- 4) Net Profit Ratio
- 5) Operating Ratio
- 6) Proprietary Ratio



ARKA JAIN
University
Jharkhand

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Subject : Managerial Accounting

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) A company's current liabilities decreased from Rs 4, 00,000 to Rs 3, 00,000. What is the percentage of change?
 - a) 30%
 - b) 20%
 - c) 40%
 - d) 25%
- ii) The analysis of financial statements by a shareholder is an example of
 - a) Internal Analysis
 - b) External Analysis
 - c) Vertical Analysis
 - d) Horizontal Analysis
- iii) What will be the quick ratio if current assets = Rs 72,500; Inventories= Rs 12,500; Prepaid Expenses= Rs 15,000; Building= Rs 50,000; Working Capital = Rs 50,000
 - a) 1:1
 - b) 2:1
 - c) 3:1
 - d) Nil
- iv) Investments made by the financial enterprise with the purpose to resell after the expiry of three months will come under which of the following activities?
 - a) Operating Activities
 - b) Financing Activities
 - c) Investing Activities
 - d) None of these

- v) If 6% Preference share capital Rs 2,00,000 were redeemed at a premium of 5%, While preparing cash flow statement its effect on cash flow will be?
- Cash flow used in financial activities Rs2, 12,000
 - Cash flow used in financial activities Rs2, 10,000
- vi) When current ratio 2: 1 and if equal increase in current assets and current liabilities would result in
- No change in Current Ratio
 - Increase in Current Ratio
 - Decrease in Current Ratio
- vii) Comparative Balance sheet
- Provide a summarised view of the operations of the firm
 - Presents the change in various items of the balance sheet
- viii) The difference between actual cost and standard cost is known as
- Standard cost.
 - Profit
 - Variance
 - Loss
- ix) Current Assets Rs 5,00,000; Current Liabilities Rs 1,00,000; Revenue from Operation Rs 28,00,000. Working Capital Turnover will be:
- 5.6 times
 - 10 times
 - 7 times
 - 7.5 times
- x) Which of the following transactions will improve the Current Ratio?
- Cash Collected from Trade Receivables
 - Purchase of goods for cash
 - Payment to Trade Payables
 - Credit purchase of Goods
- xi) The cash flow statement analysis is described in terms of which of the following activities?
- Operating activities
 - Financing activities
 - Investing activities
 - All of the above
- xii) Cost of Revenue from Operations =
- Revenue from Operations - Net Profit
 - Revenue from Operations + Closing Inventory
 - Revenue from Operations - Closing Inventory
 - Purchases - Closing Inventory

PART - B

Answer any FOUR out of SIX

2. A company sells goods on cash as well as credit. The following particulars are extracted from their books of account: Gross Total sales- 4,00,000; Cash Sales- 80,000; Sales Returns- 28,000; Debtors at the end- 36,000; Bills Receivable at the end- 8,000; Provision for doubtful debts- 3,000; Total Creditors at the end-25,000. Calculate Average collection period.

3. Given: Current Ratio 2.5; liquidity ratio 1.5; working capital 60,000

Calculate: (a) Current Liabilities (b) Current Assets (c) Liquid Assets (d) Stock

4. State the objects, importance and limitations of Ratio Analysis.

5. From the following information calculate cash flows from investing activities:
- Plant and machinery in the beginning of the year Rs5,00,000
 - Plant and machinery at the end of the year Rs 6,00,000
 - Depreciation charged on plant and machinery Rs 30,000
 - Plant and machinery having book value of Rs 15,000 was sold for Rs 12,000

6. From the following data calculate Material Cost variance, material price variance, Material usage variance and material mix variance:

Products	Standard Quantity		Actual	
	Quantity (units)	Price per units	Quantity (units)	Price per units
A	40	10	50	12
B	60	5	50	8
	100		100	

7. From the following information, prepare a comparative income statement of Java Ltd.

Particulars	2013	2014
Sales		150% of cost of goods sold
Cost of goods sold	Rs 20,00,000	Rs 25,00,000

Indirect Expenses 10% of Gross Profit

Rate of income tax 50% of net profit before tax

PART - C

Answer any TWO out of FOUR

8. What is a fund flow statement? Discuss in detail the procedure of making a fund flow statement. [2x15=30]

9. From the following balance sheets of XYZ Co. Ltd you are required to prepare fund flow statement including a schedule of changes in working capital for the year ended 31.12.2011:

Liabilities	31-12-10	31-12-11	Assets	31-12-10	31-12-11
Share capital	70,000	74,000	Cash	9000	7800
Debentures	12,000	6,000	debtors	14,900	17,700
Reserve for doubtful debts	700	800	Stock	49,200	42,700
Trade creditors	10,360	11,840	Land	20,000	30,000
P/L	10,040	10,560	Goodwill	10,000	5,000
	103,100	1,03,200		103,100	1,03,200

10. What do you mean by the analysis and interpretation of financial statements?

Discuss their utility and significance to the management and others who are interested in the business.



3rd Semester End Term Examination: Dec - 2022.

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Course : BBA - LLB

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Human Resource Planning consists of -
 - a) Determining the Jobs to be done/ Identifying the Skills/ Estimating the Exits likely/ filling up the requirements
 - b) Identifying the Skills
 - c) Estimating the Turnover likely to happen in near future
 - d) Determining the jobs to be done
- ii) Which one of the following is method of Performance Appraisal?
 - a) Critical Incident Method
 - b) Forced Distribution Method
 - c) Both of the above
 - d) None of the above
- iii) Time Rated System and Piece Rated System are methods of -
 - a) Recruitment
 - b) HRP
 - c) HRD
 - d) Wage Payment
- iv) Adjudication is a method of -
 - a) Settlement of Disputes
 - b) Wage Fixation
 - c) Performance Appraisal
 - d) Job Evaluation

v) A Muster Roll is -
a) A Planning Sheet
c) K.R.A.

b) Organizational Goal Sheet
d) The monthly attendance of the Workmen
vi) Which one of the following is NOT a level of measuring Training Effectiveness?

a) Attitude
c) Learning
vii) A 360 Degree Appraisal Process Involves Feedback from different sources.
Which one of the following is NOT a source of such feedback?

a) Self
c) Subordinates
viii) Promotion and Transfers can be referred as -
a) Sources of Internal Recruitment
b) Sources of External Recruitment
c) Techniques of Internal Mobility
d) All of the Above

ix) A job specification is a statement of:
a) Minimum qualifications required to perform a job
b) Technical requirements of the job
c) Use of equipment
d) None of the above

x) Which of them is the least expensive method of recruitment?
a) Campus Drive
c) Walk-in Interviews

xi) Which of these following is not a part of job description?
a) Job Title
c) General Information

xii) A poor quality of selection will mean extra cost on _____ and supervision:
a) Recruitment
c) Quality of Work
b) Training
d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

- 2 Elaborate the historical background of Human Resource Management.
3. Differentiate between Recruitment and Selection.
4. The recruitment and selection strategy of an organization needs to be evaluated. Comment.
5. Define Training. Discuss its various methods.
6. Differentiate between Training and Development.
7. Discuss the Standard Grievance Handling Procedure of an organization.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Elaborate the History and Evolution of Trade Unions worldwide and in Indian context.
9. Define Performance Appraisal. Discuss Performance Appraisal Process. Enumerate various biases during performance appraisal process.
10. What do you mean by Training Need Analysis? How it is achieved? Discuss various models of evaluation of a Training Programme.
11. Define Trade Unions. Discuss its Organization, Structure and Function. Elaborate the problems with Trade Unions in the Indian context.



3rd Semester End Term Examination: Dec - 2022.

Subject : Statistics in Business Decisions

Course : BBA - LLB

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Median of a given data is
 - a) Arithmetic average
 - b) Middle-most value
 - c) Most frequent value
 - d) None of the above
- ii) Mode of a given data is
 - a) Arithmetic average
 - b) Middle-most value
 - c) Most frequent value
 - d) None of the above
- iii) Any measure of variation actually measures
 - a) Co-variation of a data
 - b) Central point in the data
 - c) Variations among the values in the data
 - d) None of the above
- iv) Which one of the following is not a measure of dispersion?
 - a) Mean deviation about median
 - b) Mode
 - c) Range
 - d) Standard deviation

- v) Skewness of a frequency curve is related to
- Symmetry of frequency curves
 - Smoothness of frequency curves
 - Peakness or flatness of frequency curves
 - None of the above
- vi) Kurtosis of a frequency curve is related to
- Symmetry of frequency curves
 - Smoothness of frequency curves
 - Peakness or flatness of frequency curves
 - None of the above
- vii) Establishing an approximate relationship between two variable of a bivariate date is taken as
- Correlation Analysis
 - Regression Analysis
 - Rank Correlation Analysis
 - None of the above
- viii) Measuring co-variation between two variables of a bivariate data is taken as
- Correlation Analysis
 - Regression Analysis
 - Diagrammatic representation
 - None of the above
- ix) The maximum number of regression lines for a bivariate data is
- 1
 - 2
 - 3
 - None of the above
- x) Negative value of correlation coefficient indicates that the two variables of the bivariate data are
- Changing in the same direction
 - Changing in opposite directions
 - Not correlated
 - None of the above
- xi) The graph of a time series data is
- Always a straight line
 - Usually a zigzag curve
 - Usually a straight line
 - None of the above
- xii) The long term general tendency of a time series either to increase or to decrease or to remain almost unchanging is taken as
- Secular Trend
 - Seasonal Variations
 - Cyclical Variations
 - Irregular Variations

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Write down the requisites of a good measure of central tendency and critically evaluate mean on the basis of these requisites.
- Find median for the following data:

Value	10	12	15	16	18	20	23	25	30
frequency	3	7	12	20	28	22	15	9	4

- Write down, in usual notations, the two equations of regression lines. If a particular value of X is given and the corresponding value of Y is to be estimated, which of the above two equation of regression line should be used?
- Find Price Index Number using Weighted Aggregative Method for the following data:

Commodity	Base year Price	Current year Price	Weight
A	12	14	2
B	25	25	5
C	46	50	12
D	23	27	8
E	64	70	6
F	15	14	5

- A continuous random variable X has the probability density function given by $f(x) = Kx^2, 0 < x < 1$,
 - Evaluate the value of K
 - Find mean and variance.
- What is meant by hypothesis? Explain parametric hypothesis and distinguish between simple and composite hypotheses.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What is meant by measures of central tendency? Explain important measures of central tendency with formula.
- Apply least squares method to obtain trend values by fitting straight line to the following time series:

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
Value	23	27	28	30	32	35	40	42	39

- Calculate the coefficient of correlation between X and Y for the following bivariate data:

X	75	30	60	80	53	35	15	40	38	48
Y	85	45	54	91	58	63	35	43	45	44

- What do you understand by nonparametric tests? Explain any two nonparametric tests.



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PART - A

Multiple Choice Questions

[12x1=12]

1. i) The person who promises to make good the loss is called the:
a) Creditor
b) Surety
c) Indemnified
d) Indemnifier
- ii) In a contract of guarantee there are:
a) Two parties
b) Three parties
c) Four parties
d) None of the above
- iii) A contract by which one party promises to save the other from loss caused to him by the conduct of the promisor himself, or by the conduct of any other person, is called as a:
a) Contract of guarantee
b) Contract of agency
c) Contract of bailment
d) Contract of indemnity
- iv) If the goods are lent free to the bailee for his use it is known as _____.
a) Commodation
b) Gratuitous Bailment
c) Non-Gratuitous Bailment
d) Deposition

