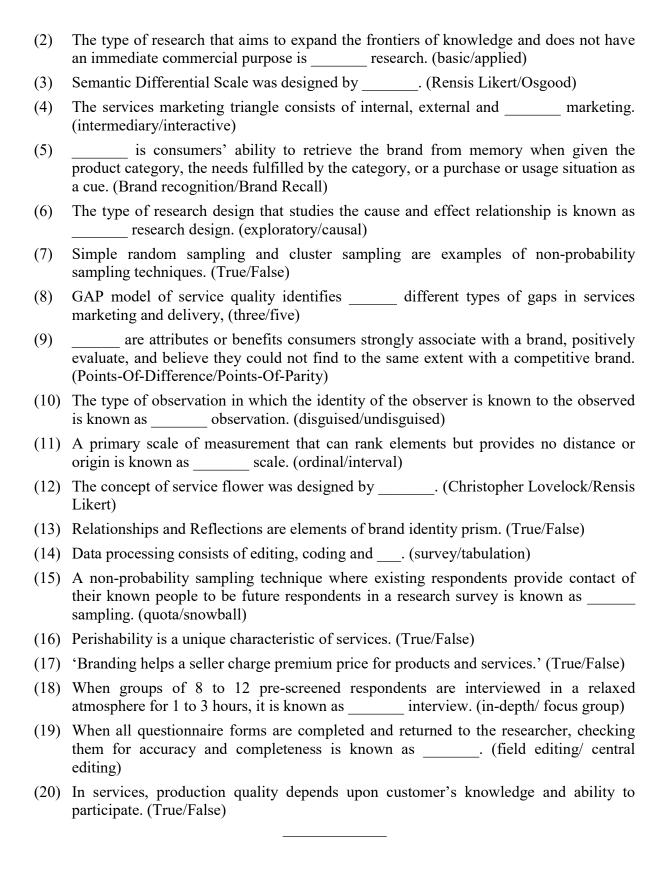# JD-114

January-2021

B.B.A., Sem.-V

CC-307 : Advanced Marketing Management – I

Time : 2 Hours] **[Max. Marks : 50**

Instructions : (1) **All** the questions in Section – I carry equal marks.

(2) Attempt any **two** questions in Section – I.

(3) Question **5** in Section – II is compulsory.

SECTION – I

Attempt any **two** questions out of **four** in Section – I.

1. (A) Explain Brand Awareness and Brand Image as elements of Customer-Based - Brand- Equity (CBBE). **10**

   (B) Discuss the concept of Brand Architecture with a suitable illustration. **10**

2. (A) What is Secondary Data? Discuss the advantages and disadvantages of using secondary data in Marketing Research. **10**

   (B) Explain any two survey methods using a questionnaire in context of primary data collection for Marketing Research. **10**

3. (A) Define Questionnaire. Discuss the points to be considered for designing suitable questionnaire for Marketing Research. **10**

   (B) Discuss the format of a Marketing Research report. List the characteristics of a good research report. **10**

4. (A) Define Services. Explain the reasons for growth of Services sector in India. **10**

   (B) Discuss strategies for Demand Management in Services. **10**

SECTION – II

Attempt any **ten** multiple choice questions in Section – II. This section carries **10** marks.

(1) In the 'Brand Product Matrix', brands are arranged in columns and products are arranged in rows. (True/False)

(2)   The type of research that aims to expand the frontiers of knowledge and does not have an immediate commercial purpose is _____ research. (basic/applied)

(3)   Semantic Differential Scale was designed by _____. (Rensis Likert/Osgood)

(4)   The services marketing triangle consists of internal, external and _____ marketing. (intermediary/interactive)

(5)   _____ is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue. (Brand recognition/Brand Recall)

(6)   The type of research design that studies the cause and effect relationship is known as _____ research design. (exploratory/causal)

(7)   Simple random sampling and cluster sampling are examples of non-probability sampling techniques. (True/False)

(8)   GAP model of service quality identifies _____ different types of gaps in services marketing and delivery, (three/five)

(9)   _____ are attributes or benefits consumers strongly associate with a brand, positively evaluate, and believe they could not find to the same extent with a competitive brand. (Points-Of-Difference/Points-Of-Parity)

(10)   The type of observation in which the identity of the observer is known to the observed is known as _____ observation. (disguised/undisguised)

(11)   A primary scale of measurement that can rank elements but provides no distance or origin is known as _____ scale. (ordinal/interval)

(12)   The concept of service flower was designed by _____. (Christopher Lovelock/Rensis Likert)

(13)   Relationships and Reflections are elements of brand identity prism. (True/False)

(14)   Data processing consists of editing, coding and ___. (survey/tabulation)

(15)   A non-probability sampling technique where existing respondents provide contact of their known people to be future respondents in a research survey is known as _____ sampling. (quota/snowball)

(16)   Perishability is a unique characteristic of services. (True/False)

(17)   'Branding helps a seller charge premium price for products and services.' (True/False)

(18)   When groups of 8 to 12 pre-screened respondents are interviewed in a relaxed atmosphere for 1 to 3 hours, it is known as _____ interview. (in-depth/ focus group)

(19)   When all questionnaire forms are completed and returned to the researcher, checking them for accuracy and completeness is known as _____. (field editing/ central editing)

(20)   In services, production quality depends upon customer's knowledge and ability to participate. (True/False)

_____

JD-114

January-2021

B.B.A., Sem.-V

CC-307 : Advanced Human Resource Management – I

Time : 2 Hours] **[Max. Marks : 50**

Instructions : (1) **All** the questions in Section – I carry equal marks.
(2) Attempt any **two** questions in Section – **I**.
(3) Question **5** in Section – **II** is compulsory.

SECTION – I

1. (A) Define SHRM. Differentiate between Traditional HRM and SHRM. **10**
   (B) Write a note on various factors defining Investment Orientation of any organization. **10**

2. (A) Explain following Environmental Trends affecting HRM.
   (a) Changing nature of Employment relationship
   (b) Demographic, societal and workforce trends **10**
   (B) Write a detailed note on various barriers affecting Strategic HRM. **10**

3. (A) Explain difference between Performance Appraisal and Performance Management System. **10**
   (B) Define Performance Appraisal. Explain any two techniques of performance appraisal. **10**

4. (A) Write a note on Basic factors determining pay rates. Justify your answer with suitable examples. **10**
   (B) Define Job Evaluation. Explain any two methods of Job evaluation. **10**

SECTION – II

5. MCQs : (Any **ten** out of **twenty**) **10**
   (1) Traditional HRM believes in _____ control.
   (a) Organic   (b) Bureaucratic
   (c) Strategic   (d) Systematic
   (e) None of these
   (2) The _____ implies that there should be fit between HR strategy and business strategy.
   (a) Horizontal Fit   (b) Vertical Fit
   (c) Strategic Fit   (d) Custom Fit
   (e) None of these

(3) In _____ method of appraisal, every subordinate is compared against every other subordinate for all traits.
  (a) Graphic rating scale   (b) Ranking method
  (c) Paired Comparison   (d) Forced choice
  (e) None of these

(4) _____ system allows managers to monitor employee's rate, accuracy and time spent working online.
  (a) Employee Assessment   (b) Forced choice distribution
  (c) MBO   (d) Electronic Performance Monitoring
  (e) None of these

(5) When supervisors have a tendency to stick to middle while giving ratings, it is referred to as _____
  (a) Central Tendency error   (b) Status effect
  (c) Leniency error   (d) Severity error
  (e) None of these

(6) The people born after 2000 are known as _____.
  (a) Gen X   (b) Baby Boomers
  (c) Gen Y   (d) Gen Z
  (e) None of these

(7) _____ focuses not only on past performance but also aims to correct future performance of employees.
  (a) Performance Management   (b) Performance Appraisal
  (c) Competencies   (d) Job evaluation
  (e) None of these

(8) Shifting some of the HR responsibilities and activities to a line manager is known as _____.
  (a) Downsizing   (b) Involvement
  (c) Devolution   (d) Transfer
  (e) None of these

(9) The role of HR in _____ is proactive and transactional.
  (a) Personnel Management   (b) Traditional HRM
  (c) HRM   (d) Strategic HRM
  (e) None of these

(10) Firms connected via Computer Mediated Relationship are known as _____.
  (a) Network Organization   (b) Computer Organization
  (c) Technological Organization (d) Virtual Organization
  (e) None of these

(11) The process of hiring outsiders for some of the organizational activities is known as _____.
  (a) Shifting   (b) Outsourcing
  (c) Transfer   (d) Outbounding
  (e) None of these

(12) In a performance management system, actual appraisal of employees is done by
_____.
    (a)   HR managers   (b)   Admin department
    (c)   Top management   (d)   Supervisors
    (e)   None of these

(13) Which of the following is a part of Indirect Financial Payment in Employee Compensation ?
    (a)   Wages   (b)   Paid Insurance
    (c)   Incentives   (d)   Bonus
    (e)   None of these

(14) _____ theory states that if a person perceives an inequity, the person will be motivated to reduce or eliminate the tension and perceived inequity.
    (a)   Two Factory   (b)   Need Hierarchy
    (c)   Self-motivation   (d)   Equity
    (e)   None of these

(15) _____ is a systematic comparison of jobs in order to determine the worth of one job relative to another.
    (a)   Job Analysis   (b)   Job Evaluation
    (c)   Job Rotation   (d)   Job Description
    (e)   None of these

(16) The perceived fairness of the process and procedures to make decisions regarding the allocation of pay is referred to as _____.
    (a)   Internal equity   (b)   External equity
    (c)   Procedural equity   (d)   Individual equity
    (e)   None of these

(17) Salary surveys are done by organization to maintain _____ in an organization.
    (a)   Internal equity   (b)   External equity
    (c)   Procedural equity   (d)   Individual equity
    (e)   None of these

(18) Where the company pays for the employee's range, depth, and types of skills and knowledge, the system is known as _____.
    (a)   Merit based pay   (b)   Seniority based pay
    (c)   Experience based pay (d)   Competency based pay
    (e)   None of these

(19) In _____ approach, employer gives flexibility to employees to choose a plan of benefits from a given list.
    (a)   Flextime   (b)   Broadband
    (c)   Cafeteria   (d)   Telecommuting
    (e)   None of these

(20) The _____ approach allows employees to share a single full time job.
    (a)   Job sharing   (b)   Work sharing
    (c)   Outsourcing   (d)   Flextime
    (e)   None of these

_____

JD-114

January-2021

B.B.A., Sem.-V

CC-307 : Advanced Financial Management

Time : 2 Hours]   **[Max. Marks : 50**

Instructions : (1) **All** Questions in Section – I carry equal marks.

(2) Attempt any **two** questions in Section – I.

(3) Question **5** in Section – II is COMPULSORY.

SECTION – I

1. (A) Compute the cost of capital in following cases :   **10**

    (a) A ten year, 14% debenture of ₹ 100 redeemable at par with 5% floatation cost.

    (b) An ordinary share selling at a current market price of ₹ 60, and paying a current dividend of ₹ 3 per share, which is expected to grow at a rate of 7%.

   (B) XYZ Ltd. has the following book value capital structure :   **10**

	(₹ Crore)
Equity Capital (in shares of ₹10 each, fully paid up-at par)	15
12% Preference Capital (in shares of ₹ 100 each, fully paid up-at par)	1
Retain Earnings	20
11.5% Debentures (of ₹ 100 each)	10
11% Term Loans	12.5

   The next expected dividend on equity shares per share is ₹ 3.60, the dividend per share is expected to grow at the rate of 7%. The market price per share is ₹ 40.

   Preference stock, redeemable after ten years, is currently selling at ₹ 75 per share.

   Debentures, redeemable after six years, are selling at ₹ 80 per debenture.

   The income-tax rate for the company is 40%.

   Calculate the Weighted Average Cost of Capital by using Book Value Weights.

2. (A) A bond has 3 years remaining until maturity. It has a par value of ₹ 1,000. The coupon interest rate on the bond is 10%. Compute the Yield to Maturity at current market price of (a) ₹ 1,100, (b) ₹ 1,000 and (c) ₹ 900, assuming interest is paid annually. **10**

   (B) (1) A company's current price of share is ₹ 60 and current dividend per share is ₹ 4. If its capitalization rate is 12%, what is the dividend growth rate ? **10**

   (2) Mr. Parth has invested in XYZ Chemicals. The capitalization rate of the company is 15% and the current dividend is ₹ 2.00 per share. Calculate the value of the company's equity share if the company is slowly sinking with an annual decline rate of 5% in the dividend.

3. (A) Define Derivatives. Explain the difference between Futures and Options. **10**

   (B) Explain Certainty Equivalent Approach. **10**

4. (A) Discuss the meaning of Dividend. Explain the factors affecting dividend policy of a company. **10**

   (B) Discuss the Walter's Model of dividend policy. **10**

SECTION – II

5. Do as directed (Attempt any **10** out of **20**) : **10**

   (1) Systematic risk is also known as_____ risk. (unavoidable, avoidable, diversifiable)

   (2) Capital Asset Pricing Theory asserts that portfolio returns are best explained by_____. (Diversification, Economic factors, Systematic risk, Specific risk)

   (3) Opportunity cost is also known as_____ cost. (Economics, Implicit, Marginal, Explicit)

   (4) The cost of perpetual debt capital if interest rate is 15% and tax rate is 40% is_____. (10%, 9%, 15%, 11%)

   (5) There is no cost for internally generated funds. (True/False)

   (6) Cost of capital is the_____ required rate of return expected by investors. (Maximum, Minimum, Fixed, Variable)

   (7) For a bond Yield to Maturity is always equal tc Coupon Rate. (True/False)

   (8) If the required rate of return is greater than the coupon rate, the bond will be valued at_____. (Premium, Par value, Discount).

   (9) The value of bond is only dependent on the interest payments. (True/False)

   (10) The value of bond is present value of contractual payments it gets till maturity. (True/False)

(11) Zero coupon bonds are always issued at discount. (True/False)

(12) _____ is the term used for reducing risk by using derivatives. (Waiving /Revoking/Hedging)

(13) The price of a commodity or financial asset for immediate delivery is known as the _____. (Forward, Spot, Future, Options)

(14) In put option, the buyer gets right to buy an asset at a particular price. (True/False)

(15) Future contracts are standardized in terms of amount or quantity as the case may be. (True/False)

(16) Only seller is obligated to perform in case of Options. (True/False)

(17) According to Walter's dividend model, optimum dividend payout ratio in case of growing firms is 100%. (True / False)

(18) Stock dividend is also termed as _____. (Cash dividend, Interim dividend, Bonus shares, Regular dividend)

(19) Dividend can paid out of capital. (True / False)

(20) M & M model is also called dividend_____ model. (regulatory, irrelevance, relevance)

_____