

Seat No. : \_\_\_\_\_

# SM-104

September-2020

B.B.A., Sem.-VI

## CC-314 : 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) Nirali paints Ltd. is considering the purchase of any of the following machines. Suggest which one would be more beneficial. Depreciation method applicable is straight line method.

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Cash outflow at year end	Machine A (₹)	Machine B (₹)
Year 0	5,00,000	4,50,000
Year 1	25,000	–
Year 2	–	30,000
Year 3	15,000	–
Estimated life of all	5 years	5 years

Cash Flow After Taxes (Corporate taxes 40%)

CFAT	Machine A (₹)	Machine B (₹)
Year 1	1,80,000	1,35,000
Year 2	1,25,000	1,35,000
Year 3	1,90,000	1,35,000
Year 4	1,00,000	1,35,000
Year 5	95,000	1,35,000

Estimate these proposal on the basis of Net Present Value assuming a 15% cost of capital.

- (B) One project of a company is doing poorly and is being considered for replacement. Three mutually exclusive projects A, B and C have been proposed. The projects are expected to require ₹ 2,40,000, have an estimate life of 5 years, 4 years and 3 years respectively and no salvage value. The company's required rate of return is 14%. The anticipated profits after depreciation and taxes for the three projects are as follows :

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Year	Project A	Project B	Project C
	(₹)	(₹)	(₹)
1	62,000	1,30,000	1,12,000
2	72,000	1,05,000	1,55,000
3	92,000	86,000	58,000
4	1,12,000	64,000	—
5	1,68,000	—	—

Find the present value at 14% rate of return and suggest which project should be accepted.

2. (A) Prepare a statement of working Capital requirement from the following information :

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	Per Unit
	(₹)
Raw materials	18
Direct Labour (40% Variable)	15
Overheads (20% Variable)	15
Total Cost	<hr/> 48
Profit	06
Selling price	<hr/> 54

The sales for the year ending on 31<sup>st</sup> dec. 2019 was ₹ 12,96,000. The assets as on 31-12-2019 were as under :

	(₹)
Raw materials (at cost)	96,000
Work-in-process (at prime cost)	54,000
Finished goods (at total cost)	1,92,000
Debtors	2,88,000

The suppliers of raw material allow 2 months credit period. The payment period of wages and overhead is 1 month.

(B) Determine EVA from the following data of Bansi Ltd. : **10**

	(₹ in Crore)
EBIT	36
Less: Interest on 12% Debt.	06
Earnings before taxes	30
Less: Corporate taxes (30%)	09
Earnings after taxes	21
Less: Dividend on 13% Preference share Capital (Rs. 30 crore)	3.9
Earnings for equity share holders	17.1
Owner funds (having cost of 16%)	80.0

3. (A) Discuss in detail the NI and NOI approach of capital Structure. **10**

(B) Explain features of appropriate capital structure. **10**

4. (A) Highlight various objectives for corporate restructuring. **10**

(B) Discuss Buy-out in detail. **10**

## Section – II

5. Do as directed : (Attempt any Ten)

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- (1) The cost of new machine is treated as \_\_\_\_\_.  
(Cash Inflow, Cash outflow, Working capital)
- (2) Working capital required is treated as \_\_\_\_\_.  
(Cash Inflow, Cash outflow, Cost of capital)
- (3) Net present value method considers \_\_\_\_\_ values in calculation of Inflow.  
(Profit after tax, Cash flow after tax, Cash flow before depreciation and tax)
- (4) Capital Budgeting decisions are considered as \_\_\_\_\_ decisions.  
(Short-term, Long term, Future)
- (5) Capital budgeting decisions involve huge amount of risk due to \_\_\_\_\_.  
(Money factor, Time factor, Human factor)
- (6) Current Assets – Current Liabilities = \_\_\_\_\_.  
(Gross Working Capital, Net Working Capital)
- (7) Working Capital is used to finance fixed assets operations. (True, False)
- (8) Give full form of NOPAT.
- (9) EVA is a management tool to focus managers on the impact of their decision in \_\_\_\_\_ shareholder's wealth. (maintaining, increasing)
- (10) Sale of goods on cash basis \_\_\_\_\_ working capital requirement.  
(increases, reduces)
- (11) Business capital is broadly divided into two groups: \_\_\_\_\_ and \_\_\_\_\_.  
(Fixed and Working, Tangible and intangible)

- (12) Modigliani Miller approach is identical with the \_\_\_\_\_ approach.  
(Net Operating Income, Net Income)
- (13) One of the assumptions in MM approach is that there is no transaction cost.  
(True, False)
- (14) Capital Structure is optimum when market value of equity shares \_\_\_\_\_.  
(Changes, does not change)
- (15) Vertical merger joins 2 entities that compete with each other but exist in same supply chain. (True, False)
- (16) General level of Interest rate is one of the factors affecting Capital Structure.  
(True, False)
- (17) Long-Term loan is considered as \_\_\_\_\_ capital.  
(Owned, Debt)
- (18) Under Franchising, Franchisee grants another party the right to use its trade name.  
(True, False)
- (19) When an acquirer takes over the control of the target company it is known as Takeover. (True, False)
- (20) “Reverse Merger” is also known as \_\_\_\_\_.  
(Back door listing, Demerger)
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# SM-104

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B.B.A., Sem.-VI

## CC-314 : Advanced Marketing Management-II

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

Attempt any **two** out of **four** questions :

1. (A) Define business buying. Explain factors affecting business buying behaviour. **10**  
(B) Discuss the business buying process with a suitable example. **10**
2. (A) Explain in brief : ‘Setting Advertising Objectives’. **10**  
(B) Write a note on ‘Message Decisions in Advertising’. **10**
3. (A) Explain the reasons for growth of rural marketing in the Indian context. **10**  
(B) Discuss the rural marketing mix with a suitable example. **10**
4. (A) Define Customer Relationship Management (CRM). Discuss its benefits. **10**  
(B) Discuss the road map for Customer Relationship Management Implementation. **10**

## Section – II

5. Attempt any **ten** multiple choice questions in Section – II. This section carries **10** marks. **10**
- (1) The primary objective of a business supplier is to align his goals with the goals of business buyer. (True, False)
  - (2) AIDA in advertising means \_\_\_\_\_, (Interest, Desire, Action).
  - (3) Rural marketing increases the burden on urban population. (True, False)
  - (4) Organisational Capabilities under CRM should be built through \_\_\_\_\_ marketing. (internal, external)
  - (5) The significant factors affecting business buying behaviour include buy class, \_\_\_\_\_ and importance of purchase. (advertising type, product type)
  - (6) Identifying and understanding target audience is the basis of ideal advertising management. (True, False)
  - (7) Rural marketing in India has helped in the development of agro-based industries. (True, False)
  - (8) Intensive competition in most markets has contributed to decline of CRM sector. (True, False)
  - (9) Business buyers are \_\_\_\_\_ (many, few) in number, but each buyer places a large order.
  - (10) There exists the \_\_\_\_\_ theory for the impact of advertising. (present versus future, strong versus weak)
  - (11) \_\_\_\_\_ is in the business of providing and managing Software As A Service (SAAS) based CRM. (Airbnb, Salesforce)
  - (12) Two methods to set advertising budget are affordability method and \_\_\_\_\_. (objective and task method, organisation and trend method)

- (13) Rural market in India is wide and scattered. (True, False)
- (14) The group responsible for making business buying decisions is known as Decision Making Unit (DMU). (True, False)
- (15) Effective execution of advertising campaign is the right advertisement through the right media at the right time. (True, False)
- (16) Taj Inner Circle Club and Marriott Bonvoy are examples of CRM in the hotel industry. (True, False)
- (17) \_\_\_\_\_ proves to be a challenge to rural marketing in India.  
(Multiple languages, Land tenure reforms)
- (18) Rapid advances in technology have contributed to the evolution and growth of CRM. (True, False)
- (19) \_\_\_\_\_ marketing process tends to success of strategic marketing practices under CRM. (Customer centric, Competitor centric)
- (20) There are several differences between consumer buying and business buying. (True, False)
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## CC-314 : Advanced Human Resource 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) Explain kinds of punishments and penalties. **10**  
(B) Discuss in detail the procedure of disciplinary action. **10**
2. (A) Discuss special forms of training and development. **10**  
(B) Explain training as a strategic organisational activity. **10**
3. (A) Discuss career planning methods used by organisations and two objectives of each methods. **10**  
(B) Discuss special mentoring challenges face by today's organisations. **10**

4. (A) Mention the types of International Organisations and difference between IHRM and Domestic HRM. 10
- (B) Discuss important elements of pre-departure training for International Assignments. 10

### Section – II

5. MCQ : (Attempt any **ten**) 10
- (1) The mildest form of discipline is the \_\_\_\_\_.  
(suspension, demotion, oral writing)
- (2) \_\_\_\_\_ teams have members from various functional area.  
(International, Dysfunctional, Cross functional)
- (3) \_\_\_\_\_ implies behaving in a desired manner.  
(Discipline, Decency, Deficiency)
- (4) \_\_\_\_\_ business strategy compete on the basis of low price and high quality and stable environment. (Defender, Prospector, Prosperity)
- (5) In \_\_\_\_\_ methods employee is placed in real work situation.  
(On-the-job, Off-the-job, Out-off-job)
- (6) \_\_\_\_\_ is concerned with the choosing of occupations, organisations and jobs by individuals. (Career development, Career management, Career planning)
- (7) \_\_\_\_\_ are individual who receive guidance, coaching and support from the mentor. (Mentors, Sponsor, Proteges)
- (8) An \_\_\_\_\_ corporation is a domestic firm that builds on its existing capabilities to penetrate overseas markets. (Multinational, Global, International)

- (9) \_\_\_\_\_ is the process of managing people in international settings.  
(Domestic HRM, Functional HRM, International HRM)
- (10) \_\_\_\_\_ are the citizens of the country in which the headquarters of the MNC is located. (HCN, TCN, PCN)
- (11) \_\_\_\_\_ is the process of preparing and sending employees to their foreign assignments. (Expatriation, Repatriation, Depatriation)
- (12) In his role of a \_\_\_\_\_, a mentor gives suggestions for career advancement strategies, (advisor, coach, teacher)
- (13) When a new employee joins an organisation, he lacks familiarity with the organization, hence they are given \_\_\_\_\_.  
(Orientation, Leadership training, Internship)
- (14) \_\_\_\_\_ Management connects with business strategy to ensure that right people with right qualities are in right position with the organisation at the right time to deliver the business success that the organisation is for.  
(Talent, Innovative, International)
- (15) \_\_\_\_\_ approach gives very little autonomy to the foreign subsidiary, all strategic decisions are taken at the headquarters.  
(Ethnocentric, Polycentric, Geocentric)
- (16) Generally, discipline has a \_\_\_\_\_ approach. (rewarding, punitive, balancing)
- (17) Cultural adjustment of the \_\_\_\_\_ and of the accompanying family members affects performance as well, (repatriate, expatriate, trainer)
- (18) In his role of a \_\_\_\_\_, a mentor presents proteges with hypothetical situation and asks them for solutions. (coach, teacher, sponsor)

- (19) In \_\_\_\_\_ discipline, employee's are forced to obey orders and abide by rules and regulations. (positive, negative, self-imposed)
- (20) \_\_\_\_\_ strategy is associated with the preference to buy new and diverse skills from external sources. (Defender, Prospector, Introspector)
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