

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

# MG-111

March-2019

B.B.A., Sem.-V

## CC-307 : Advanced Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Define Brand Equity. “Brand Awareness and Brand Image form the Core elements of Brand Equity.” Elaborate this statement and justify with a suitable example. 14

**OR**

- (i) Define Brand Positioning. Explain Brand Positioning with an illustration. 7
- (ii) What is Brand Identity ? Explain the inner and outer core of Brand Identity. 7
- (B) Do as Directed : (Attempt any **four** out of **six**) 4
- (1) Culture and self-image are elements of brand identity prism. (True/False)
- (2) “Branding decisions are more challenging in current era of brand parity as compared to previous era of brand ladders.” (True/False)
- (3) Give one example of use of ‘personality’ element of brand Identity prism in the marketing context.
- (4) “There are ways to measure and calculate the numerical value of brand equity.” (True/False)
- (5) Give one example of ‘portfolio roles’ in Brand Architecture in The marketing context.
- (6) “Branding can help in market segmentation.” (True/False)
2. (A) Define Marketing Research. Discuss the marketing research process in detail with a suitable illustration. 14

**OR**

- (i) What is secondary data ? Explain the advantages and disadvantages of Using secondary data in Marketing Research. 7
- (ii) Discuss any two survey methods using a questionnaire in context of Primary data collection for Marketing Research. 7

- (B) Do as Directed : (Attempt any **four** out of **six**) 4
- (1) The type of research design that studies the cause and effect Relationship is known as \_\_\_ research design. (exploratory/causal)
  - (2) “Personal survey method of primary data collection is likely to be the costliest but the most accurate too; as compared to the other methods.” (True/False)
  - (3) Descriptive research design is further classified into \_\_\_\_\_ and \_\_\_\_\_. (coding, tabulation/cross-sectional, longitudinal)
  - (4) “As a method of primary data collection, observation depends on the senses of the observer.” (True/False)
  - (5) Marketing research involving primary data collection can be broadly Classified into \_\_\_\_\_ research and \_\_\_\_\_ research. (Quantitative, Qualitative/nominal, ordinal)
  - (6) The type of observation in which the identity of the observer is known to the observed is known as \_\_\_\_\_ observation. (disguised/undisguised)

3. (A) What is a questionnaire ? Explain the steps involved in designing a Questionnaire; using a suitable illustration. 14

**OR**

- (i) Discuss the format of a Marketing Research report. List the Characteristics of a good research report. 7
  - (ii) Discuss coding and tabulation as a part of data processing in research. 7
- (B) Do as Directed : (Attempt any **three** out of **five**) 3
- (1) Simple random sampling and cluster sampling are examples of Non-probability sampling techniques. (True/False)
  - (2) A primary scale of measurement that can rank elements but provides no distance or origin is known as \_\_\_\_\_ scale. (ordinal/interval)
  - (3) Semantic Differential Scale was first designed by \_\_\_\_\_. (Ian Stapel/Osgood)
  - (4) Of the four primary scales of measurement used in marketing Research, the highest scale is \_\_\_\_\_ scale. (nominal/ratio)
  - (5) 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)

4. (A) Explain the Gap Model of service quality with its diagram and an appropriate example. 14

**OR**

- (i) Discuss strategies for demand management in services marketing. 7
- (ii) Define services. Explain the reasons for growth of service sector in India. 7
- (B) Do as Directed : (Attempt any **three** out of **five**) 3
- (1) \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ are unique elements of services marketing mix. (process/place/promotion/physical evidence/people/ price)
- (2) Perishability is a unique characteristic of services. (True/False)
- (3) The concept of service flower was first designed by \_\_\_\_\_.  
(Rensis Likert/Cristopher Lovelock)
- (4) The services marketing triangle consists of internal marketing, external Marketing and \_\_\_\_\_. (interactive marketing/rural marketing)
- (5) Name any one determinant of service quality.
- \_\_\_\_\_

# MG-111

March-2019

B.B.A., Sem.-V

## CC-307 : Advanced Human Resource Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Define 'Strategy Human Resource Management'. Explain its components. 7  
(ii) Explain the difference between HRM & SHRM. 7

**OR**

- (i) Describe Investment Perspective of Human Resource.  
(ii) Discuss the factors of HR determining an organization investment prospective.
- (B) Do as Directed : (Any 4) 4
- (1) What is personal Management ?  
(2) Mention any two objectives of SHRM.  
(3) Cost Leadership is a type of Business strategy. (True/False)  
(4) Management values is a factor determining the investment orientation of an organisation. (True/False)  
(5) What is Human Capital ?  
(6) SHRM deals with \_\_\_\_\_ concern. (Macro/Micro)

2. (A) (i) Discuss the partnership between HR Manager and Line Manager that is seen to be developing. 7  
(ii) Explain the benefit of SHRM and bring out the barriers to it. 7

**OR**

- (i) Discuss 'Changing nature of work' and 'Changing nature of employment relationship' as environmental trends affecting HRM.  
(ii) Explain changing role of HR manager in detail.
- (B) Do as Directed : (Any 4) 4
- (1) Downsizing is the elimination of jobs in a planned manner. (True/false)  
(2) Outsourcing is hiring someone outside the company to perform tasks that could be done internally. (True/False)  
(3) Demographic trends have an impact on cost supply. (True/False)  
(4) Technology advancement and the use of computers have permanently altered the way organizations and people work. (True/False)  
(5) What is Workforce Diversity ?  
(6) What is occupational shift ?

3. (A) (i) Discuss Paired Comparison Method used to appraise employee performance. 7
- (ii) Discuss how problem associated with performance Appraisal can be avoided. 7

**OR**

- (i) Discuss the working of Electronic Performance Monitoring System.
- (ii) What is performance Appraisal ? Discuss Supervisor's Role in Performance Appraisal.
- (B) Do as Directed : (Any 3) 3
- (1) \_\_\_\_\_ Method is predetermined in percentage form.  
(Forced Distribution Method/Graphic Rating Method)
- (2) What is Performance Management ?
- (3) Types of 'Appraisal interview' are \_\_\_\_\_.
- (a) Tell-and-listen (b) Tell-and-sell
- (c) Problem solving (d) All of these
- (4) Concept of Performance Appraisal and performance Management are same.  
(True/False)
- (5) Management by objectives is used as Primary appraisal method.  
(True/False)

4. (A) (i) What is Job Evaluation ? Explain any two methods of conducting the same. 7
- (ii) Discuss some flexible benefit option. 7

**OR**

- (i) What is competency-based pay ? Discuss its advantages and disadvantages.
- (ii) Explain basic factors in determining pay rates in detail.
- (B) Do as Directed : (Any 3) 3
- (1) The \_\_\_\_\_ Method is a refinement of Ranking Method.  
(Job Evaluation, Factor Comparison, Point)
- (2) The total remuneration payable to directors if publicity listed companies in any financial year should not exceed \_\_\_\_\_ of the net profit of the company. (10%, 11%, 12%)
- (3) What is combined Ranking ?
- (4) Competency-Based Pay is a system for defining specific required skills.  
(True/False)
- (5) Job Evaluation is method used in rating categorize jobs in group.  
(True/False)

**MG-111**

March-2019

**B.B.A., Sem.-V****CC-307 : Advanced Financial Management****Time : 2:30 Hours]****[Max. Marks : 70**

1. (A) XYZ Ltd. has following book value structure :

Equity capital (1,00,000 shares ₹ 10 par)	10,00,000
11% preference capital (1000 shares, ₹ 100 par)	1,00,000
Retained earnings	12,00,000
13.5% Debentures (5000 debentures, ₹ 100 par)	5,00,000
12% Term loan	<u>8,00,000</u>
	<u>36,00,000</u>

The next expected dividend per share is ₹ 1.50. It is expected to grow at rate of 7%. market price per share is ₹ 20. Preference stock redeemable after 10 years is currently selling at ₹ 75 per share. Debentures redeemable after 6 years are selling for ₹ 80. Tax rate is 50%.

Calculate weighted average cost of capital using (i) Book Value and (ii) Market Value.

**14****OR**

(1) A growing company is assuming future earnings of ₹ 10 per share. The current market price of shares is ₹ 60. The floatation cost for issue of new equity shares would be 10% of total price of shares. What is the cost of new equity capital ?

**7**

(2) A company issues 12% redeemable preference shares of ₹ 100 each to be redeemed after 10 years. The floatation cost is estimated at 5% of the expected sale proceeds. Compute the cost of preference capital if tax rate is 55%.

**7**(B) Do as directed : (Any **Four**)**4**

(1) Cost of capital is maximum rate of return expected by investors. (True/False)

(2) Cost of retained earnings is opportunity cost of dividends foregone by shareholders. (True/False)

(3) Systematic risk is also known as unavoidable risk. (True/False)

(4) There is no cost of internally generated funds. (True/False)

(5) \_\_\_\_\_ weights are assigned on the basis of values found in the Balance sheet. (Book, Market, Marginal)

(6) CAPM stands for \_\_\_\_\_.

2. (A) An investor holds debenture of ₹ 100 having coupon rate of 12%. The interest is payable half yearly. The maturity period is after 6 years and it is to be redeemed at a premium of 10%. The investor's required rate of return is 14% p.a. Compute value of debenture. 14

**OR**

- (1) An investor is considering purchase of following bond :  
Face value ₹ 100  
Coupon rate 10% p.a.  
Maturity 5 years  
If the bond is selling at ₹ 95, what would be his yield ? 7
- (2) An investor has invested in the perpetual bonds of company. The face value of bond is ₹ 1,000 and carries a coupon rate of 12%. If the required rate of return is 15%, what would be value of bond ? 7

(B) Do as directed : (Any **Four**) 4

- (1) Perpetual bond is also called \_\_\_\_\_ bonds. (Redeemable, Irredeemable)  
(2) Yield to Maturity is another name of \_\_\_\_\_. (NPV, IRR, Cost of capital)  
(3) Preference shares are form of hybrid security. (True/False)  
(4) The debentures always have fixed tenure of maturity. (True/False)  
(5) \_\_\_\_\_ shares have preference over equity shares.  
(6) \_\_\_\_\_ bonds have no maturity value.

3. (A) What is risk and uncertainly ? Explain RADR approach of capital budgeting. 14

**OR**

- (1) Explain difference between futures and options. 7  
(2) Explain certainly equivalent approach. 7

(B) Do as directed. (Any **Three**) 3

- (1) Derivatives do not have \_\_\_\_\_ of their own.  
(2) No margin money is required in forwards contract. (True/False)  
(3) There is no difference between forwards and futures. (True/False)  
(4) There is difference between risk and uncertainty. (True/False)  
(5) Hedgers try to take advantages of a discrepancy between prices in two different markets. (True/False)

4. (A) Explain Walter and Gordon model of dividend theory. **14**

**OR**

(1) Explain various types of dividend policy. **7**

(2) Discuss factors affecting dividend policy. **7**

(B) Do as directed. (Any **Three**) **3**

(1) Bonus shares are also known as Interim dividend. (True/False)

(2) Dividend policy should be flexible. (True/False)

(3) Company's dividend policy is affected by future needs of capital.  
(True/False)

(4) MM model is based on dividend relevance. (True/False)

(5) The dividend can be distributed out of capital profit. (True/False)

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