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BBABMC 366/BBMBMC 366

**Credit Based Sixth Semester B.B.A./B.B.M. Degree Examination,
September/October 2020
(2012 Scheme)**

MARKETING MANAGEMENT

Paper – II : Elective - Advertising and Sales Management

Time : 3 Hours

Max. Marks : 120

SECTION – A

1. Answer **any ten** questions from the following in **2-3 sentences each**. (10×2=20)

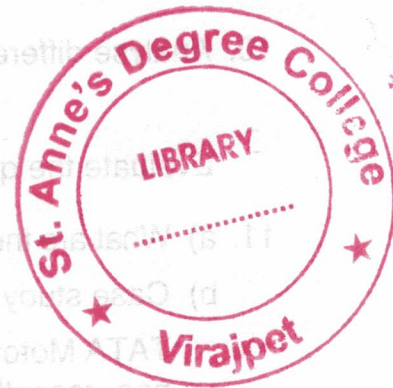
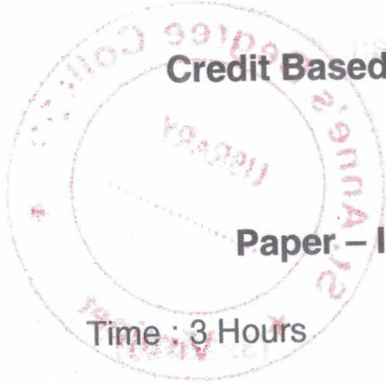
- a) Define advertising.
- b) What is sales territory ?
- c) Write the meaning of outdoor advertising.
- d) What do you mean by sales organisation ?
- e) Expand AIDA in advertising.
- f) What is public service advertising ?
- g) State any two objectives of sales forecasting.
- h) What do you mean by advertisement layout ?
- i) Write any two differences between advertisement and publicity.
- j) What is humorous appeal in advertising ?
- k) What is sales management ?
- l) What do you mean by prime time ?

SECTION – B

Answer **any five** questions from the following in **not more than two pages each**.
(5×8=40)

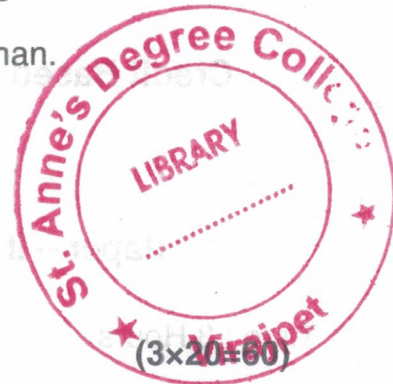
2. Write the objectives of advertising.
3. What are the functions of sales organisation ?

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- 4. Write the essential features of sound remuneration plan.
- 5. What are the factors determining allocation of advertising budget ?
- 6. Write the contents of a good training programme to the salesman.
- 7. Write a note on ethics in advertising.
- 8. What is the need to motivate the salesman ?



SECTION – C

Answer the following questions in **not** more than **6** pages **each**.

- 9. Evaluate different forms of outdoor advertising with its merits and demerits.

OR

Explain different methods of training salesman.

- 10. Analyse different methods of measuring effectiveness of advertising.

OR

Evaluate the qualities of a successful salesman.

- 11. a) What are the factors to be considered while selecting an advertising agency ? **10**
- b) Case study.

TATA Motors which is famous for manufacture and sale of commercial vehicles has, recently launched its 'TATA BOLT' a private passenger vehicle unlike its Indica and Indigo, TATA Motors wishes to project it as only private passenger vehicle for a middle class family. Its Indica and Indigo even though have established good market share as commercial vehicles, have failed in the segment of private cars.

- a) Suggest a suitable promotion strategy for the company's product. **5**
- b) Is it advisable for the company to concentrate on only one segment ? Why ? **5**

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BBABMC 361/BBMBMC 361

**Credit Based VI Semester B.B.A./B.B.M. Degree Examination, Sept./Oct. 2020
(2012 Scheme)
COMPANY LAW**

Time : 3 Hours

Max. Marks : 120

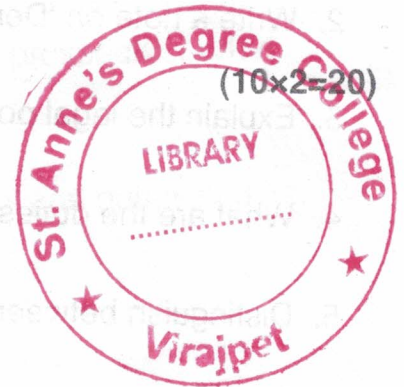
- Instructions :**
- 1) Section – A : Answer in **one** or **two** sentences **each**.
 - 2) Section – B : Answer in **not more than two** pages **each**.
 - 3) Section – C : Answer in **not more than six** pages **each**.

SECTION – A

(2 marks each)

1. Answer **any ten** of the following :

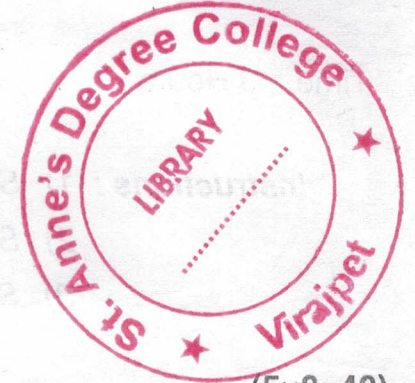
- a) What is corporate veil ?
- b) What do you mean by licensed companies ?
- c) Define “Doctrine of Ultra Vires”.
- d) Give the meaning of redeemable preference shares.
- e) What is meant by board meeting ?
- f) What do you mean by forfeiture of shares ?
- g) Give the meaning of underwriting of securities.





- h) What do you understand by the term "Oppression" ?
- i) What is foreign register ?
- j) What do you mean by Dormant Company ?
- k) Give the meaning of irregular allotment of shares.
- l) What is meant by 'Table A' ?

SECTION – B
(Eight marks each)



Answer **any five** of the following :

(5×8=40)

2. Write a note on 'Demat Account'.
3. Explain the legal points involved in the case, "Guzdar Vs CIT Bombay".
4. What are the duties of a company director ?
5. Distinguish between a public company and a private company.
6. Write a note on "Doctrine of constructive notice".
7. "The services of a promoter are very peculiar". Explain this statement with reference to the activities of a promoter.
8. Give the meaning of winding up of a company. Explain the procedure involved in compulsory winding up.

4



SECTION – C
(Twenty marks each)

Answer the following questions :

(3×20=60)

9. What is company meeting ? Explain the essential requirements of a valid meeting.

OR

“A company is an artificial person created by law”. Explain this statement by bringing out the characteristic features of a joint stock company.

10. Who is a member of a company ? How the membership of a company is acquired and how it is terminated ?

OR

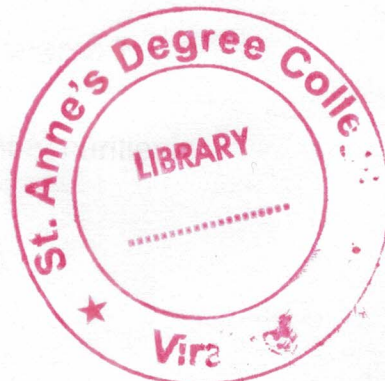
Define prospectus. Describe the provisions in framing the prospectus. What are the consequences of mis-statement in the prospectus ?

11. Who is a Company Secretary ? Bring out the qualifications and duties of a Company Secretary.

OR

Define Memorandum of Association. Explain the clauses of Memorandum of Association.

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BBABMC 362/BBMBMC 362

**Credit Based Sixth Semester B.B.A./B.B.M. Degree Examination, Sept./Oct. 2020
(2012 Scheme)**

INVESTMENT MANAGEMENT

Time : 3 Hours

Max. Marks : 120

SECTION – A (2 marks each)

1. Answer **any ten** of the following in **2 or 3** sentences **each**. **(10×2=20)**
- What are blue chip stocks ?
 - List any four indices compiled by Bombay stock exchange.
 - Give the meaning of 'Zero Coupon Bonds'.
 - What is a Portfolio ?
 - What are Futures ?
 - What is meant by Bookbuilding ?
 - What do you mean by 'Alpha' ?
 - State any four advantages of mutual funds.
 - What is a depository ?
 - Distinguish between primary and secondary market.
 - What is the meaning of 'Trustee' with reference to mutual funds ?
 - The standard deviation of a share is 0.29, while of market is 0.22. Correlation coefficient is 0.14. Calculate the Beta coefficient.



SECTION – B (8 marks each)

Answer **any five** of the following in **not more than 2** pages **each**. **(5×8=40)**

- What do you mean by fundamental analysis ? Explain the factors to be considered in economic analysis.
- What are the features of a developed money market ? Explain.
- Describe the features of Government Securities.

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- 5. What is credit rating ? Write a note on 'CRISIL'.
 - 6. How would you rate life insurance as a form of investment ? Explain.
 - 7. What is listing of shares ? State the advantages of listing of shares.
 - 8. Mr. Gagan is considering several investments. The risk-free return is currently 8% and the expected return for the market is 14%. What should be the required rates of return for each investment using CAPM ?
- | | | | | | |
|-------------------|-------|------|------|------|---------|
| Security : | CIPLA | DLF | HDFC | HERO | INFOSYS |
| Beta : | 1.22 | 0.75 | 1.31 | 0.90 | 1.39 |

SECTION – C (20 marks each)

Answer the following in **not more than 6 pages each.** **(3×20=60)**

9. Distinguish between investment and speculation. What are the factors favourable for making investments in an economy ?

OR

What is Risk ? Explain different types of risks in investments.

10. Define stock-exchange. Explain the functions of a stock-exchange.

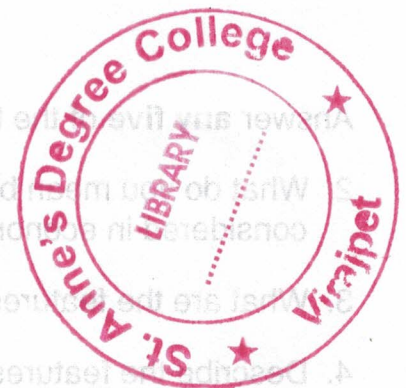
OR

What is meant by technical analysis ? Explain the various tools of technical analysis.

11. What are mutual funds ? Explain the different types of mutual funds.

OR

What are corporate securities ? Explain the different kinds of corporate securities with their features.



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BBABMC 364/BBMBMC 364

Credit Based Sixth Semester B.B.A./B.B.M. Examination, Sept./Oct. 2020
(2012 Scheme)
AUDITING

★ Time : 3 Hours

Max. Marks : 120

Instructions : A) Single booklet containing 40 pages will be issued.
B) No additional sheet will be issued.

SECTION – A (2 marks each)

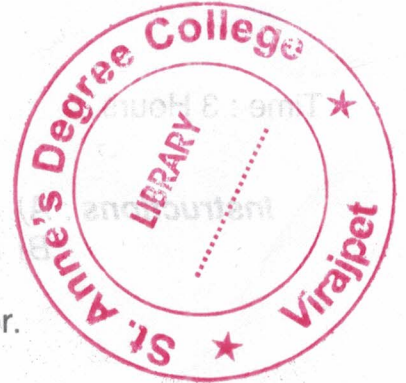
1. Answer any ten of the following in two or three sentences each. (10×2=20)
- What is annual audit ?
 - What is social audit ?
 - What is audit tick marks ?
 - Give the meaning of Voucher.
 - What is wasting asset ?
 - What is interim audit ?
 - What is audit working paper ?
 - What is qualified audit report ?
 - Who is an internal auditor ?
 - Write any two dis-qualification of company auditor.
 - What is test checking in auditing ?
 - What do you mean by misappropriation of goods ?



SECTION – B (8 marks each)

Answer **any five** of the following in **not more than two pages each**. (5×8=40)

- 2. What is audit note book ? What are the contents of audit note book ?
- 3. What are the advantages of auditing ?
- 4. What is internal control ? Explain its features.
- 5. What are the objectives of vouching ?
- 6. Explain the mode of valuation of different types of assets.
- 7. Explain the procedure for the appointment of company auditor.
- 8. Describe the different techniques of audit.



SECTION – C (20 marks each)

Answer the following questions. (3×20=60)

- 9. What is an audit report ? Describe its contents. What are the different types of audit reports that can be issued by an auditor ?

OR

Explain vouching of cash receipt transaction.

- 10. What is audit programme ? Explain its advantage and disadvantages.

OR

What is internal check ? Explain in detail regarding good system of internal check regarding cash receipt transaction.

- 11. Who is company auditor ? Explain in detail regarding qualification, rights and duties of company auditor.

OR

What is continuous audit ? To which type of organisation it is suitable ? Explain in detail its advantages and disadvantages.

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BBABMC 367/BBMBMC 367

Credit Based VI Semester BBA/BBM Degree Examination, Sept./Oct. 2020
(2012 Scheme)
HUMAN RESOURCE MANAGEMENT (Elective – II)
Industrial Relations and Labour Legislations (Paper – II)

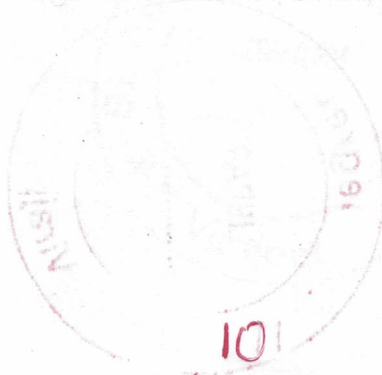
Time : 3 Hours

Max. Marks : 120

Instruction : Follow the Instructions carefully.

SECTION – A (2 marks each)

1. Answer **any ten** questions. **(10×2=20)**
- Give the meaning of craft union.
 - State any two methods of understanding employee grievance.
 - Write any two differences between discharge and dismissal.
 - State any two principles of 'Red hot store'.
 - Name the political party supporting INTUC.
 - State any two objectives of Labour Welfare.
 - Define Lockout.
 - What are extra-mural services ?
 - State any two causes for indiscipline.
 - What do you mean by 'Quality of work life' ?
 - State any two preventive measures of industrial disputes.
 - What is adjudication ?



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SECTION – B (8 marks each)

Answer any five questions.

(5×8=40)

2. Explain the role of government in maintaining sound industrial relations.
3. Explain the causes for employee grievances.
4. What are the objectives of workers participation in management ?
5. Explain the essential conditions for the successful collective bargaining.
6. Explain the functions of welfare officers.
7. Describe the functions of Trade Unions in India.
8. Explain the important benefits provided to employees under ESI Act, 1948.

SECTION – C (20 marks each)

Answer the following questions.

(3×20=60)

9. Define industrial relations. Explain the features, objectives and scope of industrial relations.

OR

Explain the problems of Trade Unions in India. Suggest measures to strengthen the Trade Union Movement in India.

10. Why do industrial disputes arise ? How can such disputes be settled ?

OR

Explain the advantages of workers participation in management. Briefly explain the following forms of W.P.M.

- a) Quality circle.
- b) Works committee.





11. a) Briefly explain the Intra-mural and Extra-mural welfare services provided to the Indian Industrial Employees. 10

b) Mr. Johnson, a machine operator, worked as mechanist for Mr. Ganesh, the supervisor, of the company. Ganesh told Mr. Johnson to pick up some trash that had fallen from Johnson's work area and Johnson replied "I won't do the Janitor's work". Ganesh replied, "when you drop it, you pick it up." Johnson become angry and abusive, calling Ganesh a number of names in a loud voice and refusing to pick up the trash. All employees in the department heard Johnson's comments.

Ganesh has been trying for two weeks to get his employees to pick up trash in order to have cleaner work place and prevent accidents. He talked to all employees in a weekly meeting and stated that he was following the instruction of the general manager. The only objection came from Johnson.

Johnson has been with the company for five years and in this department for six months. Ganesh has spoken to him twice about excessive alcoholism, but otherwise his record was good he was known to have quick temper.

The outburst by Johnson hurt Ganesh badly. Ganesh told Johnson to come to the office and suspended him for one day for insubordination and abusive language to a supervisor. The decision was within the company policy and similar behaviour had been punished in other departments.

After Johnson left Ganesh's office, Ganesh phoned the HR Manager, reported what he had done, and said that he was sending a copy of suspension order for Johnson's file.

Do you justify Ganesh's decision ? 10

