

Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 301	Numerical Code: 0518
Subject	: Retail Organization & Management	Total Marks : 70
Date	: 31/01/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain the concept of life cycle in retail.
2. Explain in detail about inventory management.
3. What is brand? Explain the role of the brand.
4. Explain different retail selling process in detail.
5. What are the challenges to retail development in India? Discuss.

Section B (20)

Answer the following (any four)

1. Retail Industry.
2. Market Research.
3. Demographic factors.
4. Location Techniques.
5. Compensation packages in retail industry.
6. Common market entry strategies.

Section C

(A) Choose correct answer. (10)

- 1 This is a retail organization that concentrates on a limited range of merchandise such as jewelry, furniture, etc.
a) Warehouse club b) Warehouse c) Specialty store d) Departmental store
- 2 When the merchandise is sold at less than retail prices, they are called...
a) Off price retailing b) Category killers c) Outlet stores d) Limited stores
- 3 _____ is a candid evaluation of the opportunities and threats facing a prospective and existing retailer.
a) Organizational mission b) Partnership c) Inventory level d) Situation analysis
- 4 An informative tag, wrapper or seal attached to a product or products package is called...
a) Merchandise forecasting b) Future plan c) Labeling d) Inventory level
- 5 Working women is a...
a) Role and family influence b) Socio economic category
c) Demographic factor d) None of the above
- 6 Market area is not made up of the following zone,
a) Primary trading zone b) Secondary zone
c) Fringe or tertiary zone d) best zone of the city
- 7 Which is the correct form of brand loyalty?
a) Hard core loyal b) True loyal c) Aggressive loyal d) Passive loyal

- 8 CRM in retailing means
a) Customer Resource Management b) Customer Revenue Management
c) Customer Relationship Methods d) Customer Relationship Management
- 9 India's top retailers are largely in lifestyle, clothing and apparels stores and
a) Computer materials b) fish stores c) Grocery stores d) Building materials
- 10 Which is not the international fast food retailer from the given names?
a) Anand Pizza b) Pizza Hut c) Subway d) Dominos

(B) True/False.

(05)

1. Limited assortment store is a low price outlet with minimize service and fewer than 2000 items.
2. Market identification is the last step in site selection.
3. A brand can be stretched in the process of product development, by introducing minor product variations (line extension), as in the extension of the Coca-Cola line to include Diet Coke.
4. Merchandising means the planning involved in marketing the right merchandise at the right place at the right time in the right quantities and the right place.
5. Foreign direct investment is a method of allowing internal finance into an economy.

(C) Fill in the blanks.

(05)

1. _____ means timely delivery of goods and services demanded by consumers at prices that are competitive.
 2. _____ is the first step of the buying decision process.
 3. With a _____ retailer will pay an agreed fixed amount per month or quarter over the life of a lease.
 4. The difference between the quality specifications set for service delivery and the actual quality or service delivered is known as _____ gap.
 5. Those consumers do not show loyalty to any brand is known as _____.
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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA (NEW) - 302	Numerical Code: 0519
Subject	: Entrepreneurship Development	Total Marks : 70
Date	: 01/02/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Discuss where to look an opportunity and five elements of an opportunity.
2. Enumerate the characteristics of successful entrepreneur.
3. What is entrepreneurial culture? Explain with reference to personal background.
4. What is the meaning of social responsibility of business? Explain the changing views of managements responsibility.
5. What are the mistakes made by small retailers? Discuss.

Section B (20)

Write short notes on: (any four)

1. Industry analysis.
2. Advantages of sole proprietorship.
3. Marketing feasibility.
4. State finance corporations.
5. Entrepreneurship Development Institute of India (EDII).
6. Problems faced by women entrepreneurs.

Section C

(A) Choose correct answer. (10)

- 1 An individual who bears the risk of operating a business in the face of uncertainty about future conditions is called...
a) politician b) entrepreneur c) sportsman d) kabbadi player
- 2 It refers to the process of assessing external, uncontrollable factors that may affect the business plan.
a) Environment analysis b) Marketing plan
c) Executive summary d) Description of Venture
- 3 Title of the report, name of the company and its owners and name of the person who has prepared the report are the part of ...
a) introductory page b) risk factors c) production plan d) executive summary
- 4 Which types of entrepreneurs are found more in developed countries?
a) Innovating b) Imitative c) Fabian d) Drone
- 5 Forms of business organization are sole proprietorship, partnership, joint stock company and
a) co-operative society b) housing society c) business society d) trust
- 6 It is the application of knowledge, skills, tools and techniques to project activities or meet project requirements
a) Event management b) Proper management
c) Business management d) Project management

- 7 ISO 9000 certification consultancy and training, processing subsidiary claims service is provided by
 a) Small Industries Service Institute b) Entrepreneurship Development Institute of India
 c) District Industries Centre d) Micro Finance and Micro Enterprise Development
- 8 It is the position taken by companies which believe that they have deep obligation to serve society.
 a) Social response b) Social obligation c) Social contribution d) Social opposition
- 9 Raw material shortages is a
 a) production problem b) administrative problem
 c) marketing problem d) finance problem
- 10 Financial institutions in India are of three types: All India Finance Institutions, Investment instructions and
 a) State Level Finance Institutions b) Chief Financial Institutions
 c) Commercial Banks d) State Level Institutions

(B) True/False.

(05)

1. Entrepreneur and intrapreneur are the same.
2. Entrepreneur creates innovations that improve the quality of life.
3. Marketing plan contains the financial blueprint for the venture.
4. Expected life span of business is an important requirement for the choice of proper forms of business.
5. Women entrepreneurs tend to rely mostly on their own saving personal loans.

(C) Fill in the blanks.

(05)

1. _____ is a creative process where the entrepreneur simply puts down ideas without any attempt to evaluate them to check their feasibility.
 2. Specific, Measurable, Achievable, Relevant and Time terminated means _____.
 3. Full name of SIDC is _____.
 4. Federation of Indian Women Entrepreneurs is a _____ (national/international) organization for women.
 5. _____ Feasibility refers to the units to produce the required quantity of units to make the business viable.
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Enrollment Number : _____

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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA (NEW)-303	Numerical Code: 0520
Subject	: Service Marketing	Total Marks : 70
Date	: 02/02/2015	Time : 11.00 to 02.00

Section A (30)

Answer the following (any three)

1. Explain Theodore Levitt's approach in classifying services
2. Explain augmented services offering as a concept.
3. Explain strategies to improve productivity.
4. Explain forms of travel and tourism consumer and trade promotion schemes.
5. Write a note on media services marketing.

Section B (20)

Answer the following (any four)

1. House price to Household income ratio in India standing at 6.2 is well above 5.25 average. Is it due to supply constraints? Explain.
2. Marketing through consortiums - Short note
3. Critical Success Factors in services marketing - Short note
4. Market research in Indian Banks - Short note
5. Emerging marketing mix of IT sector - Short note
6. Emerging trends in advertising services marketing - Short note

Section C

(A) Choose correct answer. (10)

- 1 A customer is the most important visitor, was said by _____
(mahatma gandhi, silvester stalon, stalin)
- 2 _____ Institutions integrate forward in to professional services and systems integrators.
(Training, teaching, mining)
- 3 _____ Interest and expenses are three main factors for deciding premium.
(Martiality, mortality, longevity)
- 4 It is _____ for hotel to exercise differential pricing. (Easy, difficulr, indifferent)
- 5 _____ is a problem faced by IT industry. (Diversity, uniformity, richness)
- 6 Before deregulation of _____ approved each route of airlines. (CAB, CAD, CAG)
- 7 Prices of _____ is less understood by first time users of services.
(Tangibles, intangibles, goods)
- 8 Promotion includes _____. (advertising, aversion, pricing)
- 9 _____ suggests services cannot be stored. (Intangibility, heterogeneity, inseparability)
- 10 _____ Goods are packaged goods. (Search, experience, Levitt)

(B) True/False

(10)

1. Doctors getting trained in dictation is a process I in medical transcription process.
 2. Systems integration requires a one stop shop approach.
 3. Oriental Govt. Security Life assurance company's premium ratings were adopted by LIC in 1956.
 4. How much to spend for ads? Is the most important decision to be taken in advertising?
 5. Outdated research techniques are methodological problems.
 6. CRSs lists thousands of routes and fares.
 7. Core services are built with auxiliary or peripheral services.
 8. For service industries traditional marketing mix was adequate.
 9. Services can be inventoried.
 10. Experience goods are evaluated after purchase.
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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA (NEW) - 304	Numerical Code: 0521
Subject	: Financial Management	Total Marks : 70
Date	: 03/02/2015	Time : 03.00 to 06.00

Section A (30)**Answer the following (any three)**

1. Explain the role and functions of finance Manager.
2. Discuss elements of cost of capital on the following.
 - a. Cost of equity
 - b. Cost of Retained Earnings.
3. What is financial planning? Discuss the advantages of financial planning.
4. Capital structure of Gayatri company is as follows:

Par	Rs.
12% Debenture	3,00,000
Retained Earning	4,00,000
Equity share capital	2,00,000
Tax @	60%

Earnings per share and dividend have steadily grown @ 6%. The same growth rate is expected to continue in future also, market price per share is Rs. 40. Calculate the WACC of the company.

5. The initial outlay of the project is Rs. 2,00,000 and its profit before depreciation and tax [tax @50%] of Rs. 1,50,000, Rs. 1,10,000, Rs. 70,000 and Rs. 1,00,000 in the years of its lifespan. You are required to calculate the net present value and profitability index of the project assuming 10% rate of discount. [0.909,0.826,0.751,0.683.]

Section B (20)**Answer the following (any four)**

1. Short notes on Economic Order Quantity.
2. Explain the types of capital
3. Write note on Financial Management and accounting.
4. Explain the difference between forward contract and future contract.
5. Explain what you understand by Internal Rate of Return. Illustrate your answer by taking the following data :

Initial capital cost of the project Rs. 2,00,000

Life 5- years.

Net annual profit Rs.62,520

6. Anand Ltd. Has total capitalization of Rs. 10,00,000 entirely of equity shares of Rs. 100 each. It wishes to raise another Rs. 5,00,000 for expansion through one of its two possible financial plans.

- a. All equity share of Rs. 100 each.
 - b. All Debentures carry 9% interest.
- Assume EBIT at Rs. 1,20,000 and income tax @ 50%. Calculate the Earnings per share of the financial plan.

Section C

(A) Choose correct answer.

(10)

- 1 Debt Equity Ratio =
 a) = Debt/share capital b) = Debt/equity c) = Debt/Assets d) =Equity/Debt
- 2 Net working capital is the difference between=
 a) Fixed asset-Liabilities b) Total assets – Total Liabilities
 c) Current assets – Current Liabilities d) Asset – Debenture.
- 3 Which of the following is a Traditional Method of capital budgeting
 a) Net present value b) profitability index
 c) Pay-back method d) above all
- 4 Depreciation =
 a) The charge for current assets used in production.
 b) The charge for fixed assets used in production.
 c) The charge for debenture.
 a) above all
- 5 Free Trade Credit =
 a) Using transaction to lower risk. B) Credit not received during the discount period
 c) Credit received during the discount period. d) Above all

(B) True/False

(10)

1. What is preference share capital?
 2. What is cost of capital?
 3. What is EPS? Explain.
 4. Fill in the blank.
 - Dividend are generally paid in [bonus, share, cash]
 5. Below sentence true of false.
 - Equity shareholders are not the owner of the company.
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Term End Examination January-2015

Course	: BBA (NEW)	Numerical Code: 0061
Subject Code	: BBA (NEW) – 305	Numerical Code: 0522
Subject	: Capital Money Market	Total Marks : 70
Date	: 04/02/2015	Times : 11.00 to 02.00

Section A (30)**Answer the following (any three)**

1. What do you mean by money market? Which type of instrument is there in money market?
2. Explain in brief the condition to be fulfilled by NBFCS for accepting deposits from the public.
3. State the function of venture capital and role of SEBI in venture capital.
4. State the different type of order in stock market with examples.
5. State the function of securities Appellate Tribunal.

Section B (20)**Answer the following (any four)**

1. Explain the type of financial market.
2. List the main function of capital market
3. Difference between money market and capital market.
4. Explain underwriting
5. Write down types of bank cards.
6. List the types of stock market indices.

Section C**(A) Choose correct answer. (10)**

1. What is C.R.R
 a) Cash reserve ratio b) Capital revenue ratio c) Cash return ratio
2. A NBFC is a company registered under which act
 a) Company act 1956 b) Industry act c) Partnership act
3. Venture capital originated in the
 a) United states of America b) India c) China
4. BSE was established in
 a) 1875 b) 1956 c) 1970
5. SEBI means
 a) Stock Exchange Board of India b) Stock entertainment board of India
 c) State exchange of Bombay institution
6. Custodian Registered with
 a) SEBT b) RBI c) AMC
7. Net Asset value formula
 a) $\frac{\text{market value of the asset} - \text{out standing liabilities}}{\text{no of out standing units}}$
 b) $\frac{\text{Total assets}}{\text{no of equity share}}$
 c) No of equity share x per share value

- 8 EXIM Bank was set up by act of
a) Parliament in September -1981 b) Parliament in September -1980
c) Parliament in September -1970
- 9 SIP Means
a) Systematic Transfer plan b) Systematic industrial project c) Systematic investment plan
- 10 Money market period is
a) \leq One year b) \geq one year c) 5 years

(B) True or False.

(10)

1. A follow on public offering is when an already listed company makes a fresh issue.
 2. New issues called FOP.
 3. Sponsors are the promoter of a company.
 4. Corpus the total amount of money that a fund has at any point of time
 5. AMFI mean Association of mutual funds in India.
 6. Smart card is the card for only one use.
 7. Bank rate is the rate charged by SEBI.
 8. Repo rate is the rate of interest paid by RBI to banks towards the securities.
 9. Capital market is controlled by SEBI.
 10. NSE introduced fully automated screen based trading.
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Term End Examination January-2015

Course	: BBA(NEW)	Numerical Code: 0061
Subject Code	: BBA(NEW) - 306	Numerical Code: 0523
Subject	: E – Commerce	Total Marks : 70
Date	: 05/02/2015	Time : 11.00 to 02.00

Section A (30)**Answer the following (any three)**

1. List and explain various advantages of E-Commerce.
2. What are the main reasons for successful E-commerce?
3. Explain competitive strategy and cooperative strategy about strategic planning framework.
4. Explain client/server networks with appropriate diagram. Also Describe Client/server network key benefits and key drawback.
5. Explain the advantages and disadvantages of various types of cables.

Section B (20)**Answer the following (any four)**

1. Explain elements of SWOT
2. List and explain various types of E-Commerce
3. What are various services offered by Internet Service Provider? Give name of any two internet service providers from India.
4. Why domain names are required? Write any four more common top-level domains.
5. What are the ways to design web pages? What does a website service providing firm offers?
6. Explain Automatic Teller Machine.

Section C**(A) Attempt the following. (10)**

1. Write only name of some of the market leaders in India in E-Commerce.
2. Write only name of any four unique features of E-Commerce Technology.
3. What are the four positional factors for strategy formulation?
4. Write only name of any four protocols used at application layer of OSI model.
5. What are various services available on the ERNET?

(B) Do as Directed. (10)

1. Write only name of some of the market leaders in India in E-Commerce.
 2. Write only name of any four unique features of E-Commerce Technology.
 3. What are the four positional factors for strategy formulation?
 4. Write only name of any four protocols used at application layer of OSI model
 5. What are various services available on the ERNET?
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