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## St Aloysius College (Autonomous)

### Mangaluru

B.B.A. Semester V – Degree Examination

November/December - 2023

### PRODUCTION AND OPERATIONS MANAGEMENT

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

#### PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. What is Operations Management?
2. What is plant layout?
3. State any two differences between product layout and process layout.
4. Mention any two points to make the best use of lighting at work place.
5. What do you understand by MRO inventory?
6. What are TQM and ISO?
7. What is Waste Management?
8. Give the meaning of maintenance scheduling.

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#### PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. Explain the scope of Operations Management.
10. What are the classifications of non-manufacturing operation? Explain.
11. Write a note on welfare facilities provided by the inventories.
12. What are the factors to be taken into account while selecting material handling equipment?
13. State the benefits of Production Planning and Control.
14. Explain the reasons for generation and accumulation of scrap and surplus.

#### PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Explain the factors to be considered while selecting a suitable location.
16. Explain the various functions of Production Planning and Control.
17. What are the different Modern Scientific Maintenance Methods? Explain.
18. Explain various techniques of Inventory Control.

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**B.B.A. Semester V – Degree Examination**  
**November/December - 2023**

**INCOME TAX - I**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

- Mr. Aman's total income ₹ 25,00,000 his age is 39 years. Find out his tax liability.
- Who is a specified employee?
- Mr. Sukesh Rao commuted his 2/3<sup>rd</sup> of pension and received ₹ 1,23,000 during the previous year. Compute the taxable commuted pension, if he received gratuity of ₹ 8,00,000.
- Write the meaning of perquisites.
- State the provision regarding voluntary retirement from service.
- Calculate Gross Annual Value of the house property from the following information:  
Annual Municipal Value ₹ 30,000  
Fair Rental Value ₹ 33,000  
Standard Rent ₹ 28,000  
Rent per month ₹ 2,500  
Vacancy period 3 months
- What is tax deducted at source?
- State the rule of deduction under section 80D.

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**PART – B**

Answer any **FOUR** of the following.

(4x5=20)

- Define 'Previous Year'. Explain exceptions to the general rule of previous year.
- From the following information find out eligible deductions under 80C.

Particulars
a) LIC premium paid(own life), ₹ 10,000 (Sum assured ₹ 2,00,000 for the policy issued on 10.06.2016)
b) NSC VIII ₹ 10,000; interest accrued ₹ 2,500
c) Public provident fund ₹ 15,000
d) Tuition fees of 3 childrens ₹ 75,000 (includes donation ₹ 15,000)
e) Deposit to home loan account scheme ₹ 6,000; interest there on ₹ 1,120.
f) RPF contribution ₹ 4,500; interest accrued ₹ 350
g) Sukanya Samruddi yojana ₹ 5,000
h) 7 years FD with SBI ₹ 25,000

- Mr. Aarav, an Indian citizen working in Wipro, Bengaluru was deputed to Singapore on 15th August 2020. He returned to India on 30th June 2022 and left India for employment in a Japan Company on 10.02.2023. Determine his residential status for the Assessment year 2023-24.

Contd...

12. Mr. Sanjay retired from service on 31<sup>st</sup> May 2022 after a service of 25 years 10 months and 25 days. His last drawn emoluments are as follows:  
 Basic salary ₹ 30,000 p.m.  
 D.A. ₹ 10,000 p.m. (50% considered for retirement benefits)  
 Annual increment of ₹ 1,000 p.m. falls due on 1<sup>st</sup> January every year.  
 Gratuity received ₹ 8,00,000  
 Compute his taxable Gratuity, if he is not covered by the Payment of Gratuity Act 1972.
13. Mr. Vikram is working as a Manager of Bajaj Ltd., Mangaluru. From the following particulars, compute the perquisite value of rent free accommodation.  
 i) Basic salary ₹ 20,000 p.m.  
 ii) Bonus equal to 2 months basic salary.  
 iii) City Compensatory Allowance ₹ 1,000 p.m.  
 iv) Furnished accommodation provided to the employee for which rent paid by the Company is ₹ 80,000 p.a.  
 v) Company has provided furniture worth ₹ 1,00,000  
 vi) Rent recovered from Mr. Vikram is ₹ 1,200 p.m.
14. Mr. Suresh is working in Honda Matrix, Mumbai.  
 a) His basic salary ₹ 40,000 per month  
 b) DA- 30% of basic (50% goes to retirement benefits)  
 c) Commission – 2% of ₹ 10,00,000 turnover achieved  
 d) Medical allowance ₹ 6,000 per month  
 e) He received ₹ 10,000 per month as HRA  
 f) Rent paid by him ₹ 12,000 per month  
 On 1<sup>st</sup> February 2023 he shifted to his own built house in Mumbai. Calculate Taxable HRA for AY 2023-2024.

**PART – C****Answer any TWO of the following.****(2x15=30)**

15. a) Define the term "Agricultural Income". Write any ten agricultural incomes. **(5 Marks)**  
 b) Explain the rules regarding residential status of an assessee in India. **(10 Marks)**
16. Compute the total Income of Mr. Manoj, an Indian Citizen, from the following particulars, if he is
- i) Ordinarily Resident
  - ii) Not Ordinarily Resident
  - iii) Non-Resident
- 1) Salary received In U.K. for services rendered in India ₹ 1,00,000.
  - 2) Income from house property in New York received there ₹ 3,00,000.
  - 3) Profit on sale of building in Bangalore, received in France ₹ 2,00,000.
  - 4) Business income in Goa controlled from London (25% received in U.K.) ₹ 3,50,000.
  - 5) Business Income in U.K. controlled from Chennai (1/3 received in India) ₹ 1,20,000.
  - 6) Interest on POSB Account ₹ 6,000.
  - 7) Interest on deposit with Goa branch of Royal British Bank, U.K. ₹ 60,000.
  - 8) Agricultural income from land situated in U.K. (50% is remitted to India) ₹ 1,00,000.
  - 9) Dividend from Indian companies ₹ 50,000.

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**Contd...3**

## G 401 DC2.5

- 10) Gift from friend on the occasion of marriage ₹ 80,000.  
 11) Gift from a friend in U.K. received in India ₹ 55,000.  
 12) Pension from former employer in India received in U.K. ₹ 2,00,000.  
 13) Interest on U.K. development bonds (20% received in Mumbai) ₹ 2,00,000.  
 14) Income from house property in Mangalore received in Udupi ₹ 6,00,000.  
 15) Past untaxed profits brought to India in the previous year ₹ 20,000.
17. Mr. Vinod Rego is an employee in a company in Mumbai. He gives the following information for the previous year:
- Basic salary ₹ 30,000 p.m.
  - Dearness allowance ₹ 15,000 p.m. (50% enters into retirement benefits)
  - City Compensatory Allowance ₹ 500 p.m.
  - Entertainment allowance ₹ 500 p.m.
  - He received education allowance of ₹ 400 p.m. per child. He has two children.
  - He received hostel allowance of ₹ 500 p.m. for one child.
  - He is provided with rent free furnished house owned by the company. Cost of furniture provided ₹ 1,00,000.
  - Provisions of the following servants and they are paid by the company: Watchman ₹ 1,200 pm, Gardener ₹ 800 pm and Cook ₹ 1,000 pm.
  - The company has given a car of 1.8 CC which is used by him for official and private purposes. All expenses relating to use of the car including driver's salary are borne by the company.
  - His father was admitted to a private hospital and medical bill amounted to ₹ 60,000. Company paid 50% of this bill amount.
  - He contributes 14% of his salary to Recognised Provident Fund with equal contribution from the company.
  - Interest credited to R.P.F. at 10% p.a. amounted to ₹ 30,000.

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During the year he paid ₹ 2,400 as profession tax.  
 Compute his taxable salary for the Assessment Year 2023-24.

18. Mr. Raghu owns four houses the details of which are given below:

	I	II	III	IV	V
Purpose	Self-Occupied	Self-Occupied	Self-Occupied	Let-Out	Let-Out
Municipal Value	24,000	40,000	48,000	60,000	90,000
Fair Rent	32,000	36,000	51,200	44,000	95,000
Standard Rent	-	44,000	52,000	48,000	88,000
Monthly rent	-	3,600	5,000	6,000	9,000
Vacancy (months)	-	-	-	3	4
Municipal taxes					
Paid	2,400	4,000	-	-	9,000
Due	-	-	4,800	6,000	-
Repairs	10,000	-	8,000	4,000	5,000

He had borrowed ₹ 8,00,000 at 8% p.a. on 01-09-2018 for the construction of the House IV and the construction got completed on 31<sup>st</sup> May 2020.

During the year he recovered ₹ 8,000 being rent in arrears of House V of the year 2020-21.

Compute his income from house property for the Assessment Year 2023-24.

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**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A.Semester V – Degree Examination**

**November/December - 2023**

**BANKING LAW AND PRACTICE**

Time: 2 ½ Hours

Max Marks: 60

**PART – A**

**Answer any FIVE of the following.**

**(5x2=10)**

1. Define the term "customer" of a bank.
2. Who is a collecting banker?
3. What is a block chain?
4. Write a short note on UPI.
5. State any four kinds of endorsement.
6. State the use of a mobile wallet.
7. What is a letter of credit?
8. State any two conditions for payment in due course.

**PART - B**

**Answer any FOUR of the following.**

**(4x5=20)**

9. Explain the reasons for the dishonour of cheques.
10. Explain the meaning and features of banking.
11. Explain the duties of collecting banker.
12. What is crossing of cheque? Explain its types.
13. Explain the procedure for opening the accounts of partnership firm.
14. What do you mean by internet banking? Explain its types.

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**PART – C**

**Answer any TWO of the following.**

**(2x15=30)**

15. Explain the classification of relationship between the customer and banker.
16. Explain the various conditions based on which statutory protection is given to the collecting banker.
17. Explain the principles and types of bank lending.
18. Explain the various new technologies introduced in banking system.

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**B.B.A. Semester V – Degree Examination**  
**November/December - 2023**

**ADVANCED CORPORATE FINANCIAL MANAGEMENT**

Max Marks: 60

Time: 2 ½ Hours

Note: PV table will be provided.

**PART – A**

(5x2=10)

Answer any **FIVE** of the following.

- Pepsi India Limited issued 1,00,000 equity shares at ₹ 100 each. The market price of a share is ₹ 1000 and earnings per share is ₹ 300. Find out cost of equity.
- What is vertical merger?
- State the meaning of delinquency cost.
- EBIT ₹ 20,00,000, Market value of equity ₹ 30,00,000, debt value ₹ 20,00,000. Calculate overall cost of capital ( $K_o$ ).
- Write any four assumptions of net income approach.
- Elaborate 10/30, net 60.
- Tropicana Ltd is taking over Maaza Ltd. The shareholders of Maaza Ltd would receive 1 share of Tropicana Ltd for each share held by them number of shares of Tropicana Ltd before Merger is 250000 and number of shares of Maaza Ltd pre-merger is 175000. Calculate the post-merger number of shares.
- Write the meaning of 'bear hug' with reference to acquisition.

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**PART - B**

(4x5=20)

Answer any **FOUR** of the following.

- Aditya Birla Cement Limited issued 12%, 100000 preference shares at ₹200 each, redeemable after 10 years. The issue expenses are 5% of issue price. These shares are redeemable at premium of 10%. Find out preference share, if shares are issued-(a) at 20% premium (ii) 10% Discount
- For a project under consideration, the following figures are forecasted. Determine the range of profits for sensitivity analysis

	Optimistic (₹)	Expected (₹)	Pessimistic (₹)
Selling Price/ unit	25	22	20
Material price/ unit	6	7	8
Labour cost/ unit	7	8	9
Fixed cost (₹)	2,500	3,000	3,500
Units sold (no. of units)	5000	4000	3500

- Determine the optimal capital structure of a company from the following information:

Inclusion of debt in capital employed	Cost of Debt ( $K_d$ ) in %	Cost of Equity ( $K_e$ ) in %
0.0	10.0	13.0
0.1	12.0	10.0
0.2	14.0	16.0
0.3	11.0	13.0
0.4	10.5	12.0
0.5	13.0	10.0

Contd...2

## G 401 DE1a.5

12. Explain the defensive strategies adopted of the target company from the acquiring company in the case of acquisition.
13. The following table presents 5 years cash inflows. The certainty coefficient for the cash flows is also given which presents the probability of the occurrence of cash flows.

Year	Cash Inflows(₹)	Certainty Coefficient
1	1,50,000	0.9
2	2,00,000	0.7
3	1,40,000	0.5
4	40,000	0.6
5	50,000	0.2

The Initial cost of investment is ₹ 6,50,000 And the discount rate is 10% annually. With the help of a certainty equivalent method, find out the NPV and analyze it.

14. Asian Paints Limited has on its books the following amounts and specific costs. Tax rate is 30%.

Type of capital	Book value (₹)	Market value (₹)	Specific Cost (%)
Debentures	8,00,000	7,40,000	10
Bank loan	4,00,000	3,40,000	12
Preference share capital	5,00,000	5,20,000	10
Equity Share capital	8,00,000	15,00,000	14
Retained earnings	5,00,000		12

Determine the weighted average cost of capital using:

a) Book value weights

b) Market Value Weights

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## PART - C

Answer any **TWO** of the following.

(2x15=30)

15. (a) A businessman has two options to sell his products. He. can set up a show room in a city or can sell from his factory outlet. Setting up a showroom will cost ₹1,50,000 with a 60% probability of success. If the show room succeeds, he can gross a net profit of ₹4,00,000 per year. If it fails, he can close the show room and rent it out for an annual rent of ₹1,20,000 for the rest of the year. The probability of getting rent is 80%. If he sells from the factory outlet, he has to incur ₹25,000 as renovation charges. The chances of successful selling here is 40% with the net profit of ₹2,00,000 per year.
- What would your advice the businessman to do?
  - Advice a businessman on how a decision tree helps him to make decisions.

(7 Marks)

- (b) Calculate standard deviation and Coefficient of Variation based on the following information:

Possible Event	Project A		Project B	
	Cash Flow (₹)	Probability	Cash Flow (₹)	Probability
A	10000	0.10	25,000	0.10
B	15,000	0.20	28,000	0.15
C	20,000	0.40	15,000	0.50
D	20,000	0.20	20,000	0.15
E	30,000	0.10	10,000	0.10

(8 Marks)

Contd...3

16. (a) For the year 2022-23, dreamwell Ltd. achieved an EPS at ₹ 40. Its cost of capital is 15% and Rate of Return is 20%. Determine its market price when the dividend payout ratio is:-

(i) 0% (ii) 25% (iii) 50% and (iv) 100%. Use Walter's model. (5 Marks)

- (b) Using Gordon's Dividend Model, calculate the share prices of the following companies:

Company	Return on Investment (%)	Cost of Equity (%)	EPS (₹)	Dividend Payout Ratio (%)
Can Fin Homes Ltd	15	15	50	20
LIC Housing Finance Ltd.	14	12	80	35
ICICI Housing Finance Ltd.	20	15	100	40

(5 Marks)

- (c) The financial details of five Automobile Companies (Two and Three-wheeler manufacturers) are given below. Using the M-M Model, calculate the impact of the dividend declared on the share price.

Company	Face Value (₹)	Price at the Beginning (₹)	Net Profit (₹ in crore)	Dividend (%)	Cost of Equity (%)
Bajaj Auto	10	3200	850	250	2.5
Hero Moto	2	940	720	300	4
Honda Auto	10	350	180	40	6
TVS Motor Co.	1	210	290	150	5

(5 Marks)

17. (a) Super sports dealing in sports goods as an annual of ₹ 50,00,000 and currently extending 30 days credit to the dealer. It is felt that sales can increase considerably if the dealers are willing to carry increased stock. But the dealers have difficulties in financing their inventories. The firm is therefore considering shifting credit policy. The following information is available:

Average collection period (present) is 30 days.

Variable cost is 80% of sales.

Fixed cost is ₹ 6,00,000 per annum.

Required pre-tax return on investment is 20%.

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Credit policy	Average collection period(days)	Annual sales in lakhs(₹)
A	45	56
B	60	60
C	75	65

(8 Marks)

Contd...4



## G 401 DE1a.5

(b) Tata Steel Ltd wishes to take over JSW Steel Ltd. The financial details of the two companies are as under:

Particulars	Tata Steel Ltd	JSW Steel Ltd
Equity Shares (₹ 10 per share)	1,00,000	50,000
Share Premium Account		2,000
Profit and Loss Account	38,000	4,000
Preference Shares	20,000	
10% Debentures	15,000	5,000
<b>Total</b>	<b>1,73,000</b>	<b>61,000</b>
Fixed Assets	1,22,000	35,000
Net Current Assets	51,000	26,000
Maintainable Annual Profit After Tax For Equity Shareholders	24,000	15,000
Market Price per Equity Share	24	27
Price Earnings Ratio	10	9

a) What offer do you think Tata Steel Ltd could make to JSW Steel Ltd in terms of exchange ratio, based on:

(i) Net Assets Value (ii) Earnings Per Share (iii) Market Price?

b) Which method would you prefer from Tata Steel Ltd.'s point of view?

(7 Marks)

18. a) Firms A and B are engaged in same line of activity and are identical in all respects except that firm A is unlevered and firm B is levered with ₹ 1,90,000 debentures carrying 10% rate of interest. Both the firms have income before interest and taxes of ₹ 70,000. The company's tax rate is 30% and capitalization rate 15% for purely equity firm. Compute the value of firm A and B using the NI and NOI approach. (8 Marks)

b) A company expects a net operating income of ₹ 7,00,000. It has ₹25,00,000, 7% Debentures. The overall capitalization rate is 10%. Calculate the value of the firm and the equity capitalization rate (cost of equity) according to the Net Operating Income Approach.

i) If the debenture debt is reduced to ₹ 12,50,000. What will be the effect on the value of the firm and the equity capitalization rate?

ii) If the debenture debt is increased to ₹ 30,00,000. What will be the effect on the value of the firm and the equity capitalization rate?

(7 Marks)

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(2021 Batch onwards)

G 401 DE1b.5

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**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November/December - 2023  
CONSUMER BEHAVIOUR**

Time: 2 ½ Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5×2=10)

1. What is perception?
2. What do you mean by consumer behaviour?
3. Differentiate customers versus consumers.
4. What are buying motives?
5. What do you mean by learning?
6. State the meaning of personality.
7. What do you mean by consumer loyalty?
8. What is self concept in consumer behaviour?

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**PART - B**

Answer any **FOUR** of the following.

(4×5=20)

9. Discuss the need of studying consumer behavior.
10. Explain Brand switching and the causes for it.
11. What are the reasons for the growth of consumerism in India?
12. Discuss the psychological factors affecting consumer behavior.
13. Explain the economic model of consumer decision making.
14. Write a short note on Consumer Protection Act of 1986.

**PART – C**

Answer any **TWO** of the following.

(2×15=30)

15. Explain the current trends in consumer behavior.
16. Explain the various factors determine consumer behavior.
17. Explain the factors that determine an individual's perceptions.
18. What is family life cycle? Explain the family life cycle stages in consumer behavior.

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**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November/December - 2023**

**COMPENSATION AND PERFORMANCE MANAGEMENT**

Time: 2 ½ Hours

Max Marks: 60

**PART – A****Answer any FIVE of the following.****(5x2=10)**

1. What is compensation management?
2. Give the meaning of FES.
3. What is performance management?
4. What do you mean by pension plan?
5. What is overtime wage?
6. What do you mean by social security?
7. Give the meaning of time rate wages.
8. What is halo effect?

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**PART - B****Answer any FOUR of the following.****(4x5=20)**

9. Explain the objectives of performance management.
10. Explain the dimensions of performance management in improving organizational effectiveness and employee development.
11. Briefly explain the different types of time rate system.
12. Explain the concept of a Job Evaluation Committee.
13. Explain the 3-P concept in compensation management.
14. Elaborate the process of performance appraisal.

**PART – C****Answer any TWO of the following.****(2x15=30)**

15. Explain the dimensions and issues of compensation management.
16. Explain the concept of Job Evaluation. Explain its methods and process.
17. Elaborate the effect of labor laws on wages and salaries. Differentiate between wages and salaries.
18. Explain the various methods adopted in performance appraisal.

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**St Aloysius College (Autonomous)**  
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**B.B.A. Semester V – Degree Examination**

**November/December - 2023**

**FINANCIAL ANALYTICS**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. State the formula/syntax used to find Future Value (FV) in MS Excel and define its arguments.
2. What is meant by Time Value of Money (TVM)?
3. What is NumPy?
4. What is meant by 'Data'?
5. What are Fin-Tech Companies?
6. State the meaning of ALGO-Trading.
7. What is Stationary Data?
8. State the meaning of Mutable Data.

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**PART - B**

Answer any **FOUR** of the following.

(4x5=20)

9. Write a note on Google Finance Database (Financial Data).
10. What is Time Series Data? Explain the components of Time Series Data.
11. Explain the Arithmetic Operators in Python with suitable examples.
12. What is Regression? Explain its assumptions.
13. What is ROBO-Trading? Explain the key features.
14. Calculate the simple average returns for the stock over the 10 months period.

Months	Starting Price	Ending Price
Oct - 22	10	11
Nov - 22	11	12
Dec - 22	12	13
Jan - 23	13	14
Feb - 23	14	15
Mar - 23	15	16
Apr - 23	16	17
May - 23	17	18
Jun - 23	18	19
Jul - 23	19	20
Aug - 23	21	22
Sep - 23	23	25

Contd...2

**PART – C****Answer any TWO of the following.****(2x15=30)**

15. Calculate four-yearly simple moving averages of revenue of XYZ Ltd, from the following data and plot the histogram and trend line.

Year	2001	2002	2003	2004	2005	2006	2007	2008
Revenue (in lakhs)	120	123	135	140	145	158	182	170

16. Why is RATE Function used in MS Excel? State its syntax with arguments and explain the steps to execute RATE function in MS Excel with suitable examples.
17. Calculate four-yearly weighted moving averages of average share prices of AOT Ltd, from the following data, with the weights 3,2,2,1. Also plot the histogram and trend line on a chart.

Years	2015	2016	2017	2018	2019	2020	2021	2022
Avg. Closing Share Price	50	52	56	54	60	58	64	62

18. What is Financial Analytics? Explain the documents used in Financial Analytics.

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**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November/December - 2023**

**FUNDAMENTALS OF RETAIL MANAGEMENT**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**Answer any **FIVE** of the following.

(5x2=10)

1. Give the meaning of Factory outlet.
2. Mention any two advantages of Retail Planning Process.
3. Who is a retailer?
4. How is Supermarket and Hypermarket Different?
5. Why is Space planning important in a retail store?
6. What is Inventory Management?
7. Mention any two ethical Issues in Retail Sector.
8. What is a departmental store?

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**PART - B**Answer any **FOUR** of the following.

(4x5=20)

9. Briefly explain the retail business models.
10. Describe the buying decision process with examples.
11. Explain the factors affecting the choice for store Location.
12. Write a short note on customer database System.
13. What is Value Pricing? Explain its Characteristics.
14. Differentiate between organized and unorganized Retail.

**PART – C**Answer any **TWO** of the following.

(2x15=30)

15. Describe the classification of retail formats.
16. Explain the various factors influencing consumer decisions.
17. Explain the factors responsible for the growth of retail sector in India.
18. Elaborate the Operational Stages in Retailing.

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G 401 DE2c.5

(2021 Batch onwards)

Reg. No. :

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**St Aloysius College (Autonomous)**  
**Mangaluru**

**B.B.A. Semester V – Degree Examination**

**November/December - 2023**

**FREIGHT TRANSPORT MANAGEMENT**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A**

Answer any **FIVE** of the following.

(5x2=10)

1. State the meaning of Transportation.
2. Describe the term Consolidation.
3. Expand F.O.B
4. What do you mean by Shipper's letter of Instruction?
5. What do you mean by demand for transport?
6. Briefly explain the two principles of Transportation.
7. State the meaning of freight Audit.
8. What do you mean by Negotiation?

**PART - B**

Answer any **FOUR** of the following.

(4x5=20)

9. Explain the Transport structure and classification in detail.
10. Describe the benefits of Inter Modal Transportation.
11. Discuss the Conditions of Intermodal Transportation in India.
12. Differentiate between Dock Receipt and Bill of Lading.
13. Discuss the various problems of pricing.
14. Explain the 5 pillars of pricing.

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**PART – C**

Answer any **TWO** of the following.

(2x15=30)

15. Explain the factors influencing demand for transport in Logistics.
16. Explain the stages of Negotiation in detail.
17. Describe the export procedure and key documents commonly used in export.
18. Explain the various modes of transportation.

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**St Aloysius College (Autonomous)  
Mangaluru**

**B.B.A. Semester V – Degree Examination  
November/December - 2023  
DIGITAL MARKETING**

Time: 2<sup>1</sup>/<sub>2</sub> Hours

Max Marks: 60

**PART – A****Answer any FIVE of the following.****(5x2=10)**

1. What are Keywords?
2. What is E-Mail Marketing?
3. What is Open Rate?
4. State the meaning of 'Broad Match.'
5. What is meant by Social Media Marketing?
6. What is meant by Instagram Marketing?
7. State the meaning of YouTube Advertising.
8. What are Ad Networks? Give one example.

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**PART - B****Answer any FOUR of the following.****(4x5=20)**

9. What are the key components of content marketing? Explain.
10. Explain the different types of traffic in search engine.
11. Discuss any five metrics for tracking marketing e-mails.
12. What are the limitations of Google AdSense? Explain.
13. Explain any five social media automation tools.
14. Explain the different types of Video Ads in YouTube Advertising.

**PART – C****Answer any TWO of the following.****(2x15=30)**

15. What is meant by Digital Marketing? Explain the various digital marketing platforms.
16. What is On-Page Optimization (OPO)? Explain Google's Algorithms for On-Page Optimization.
17. Which are the different types of Bidding Techniques in Google AdWords? Explain in detail.
18. What is Web Analytics? Explain its Need & Importance.

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