



K23U 2287

Reg. No. :

Name :

**V Semester B.B.A. Degree (CBCSS – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019 – 2021 Admissions)
Core Course
III – MARKETING
5B13BBA : Advertising and Brand Management**

Time : 3 Hours

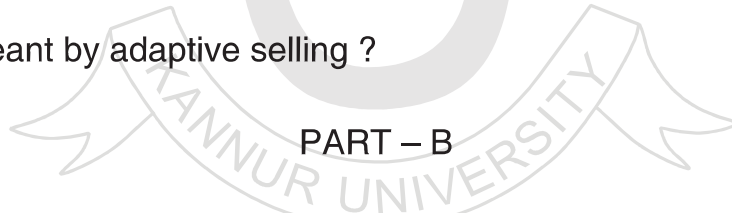
Max. Marks : 40



I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by internet advertising ?
- 2) What is advertising campaign ?
- 3) What is meant by ad-agency ?
- 4) What is meant by brand management ?
- 5) What is meant by media research ?
- 6) What is meant by adaptive selling ?

(6×1=6)



II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is PACT ?
- 8) What do you mean by permission marketing ?
- 9) What is meant by media planning ?
- 10) What is meant by advertising appeals ?
- 11) What do you mean by soft-sell advertising ?

P.T.O.



12) What is meant by publicity ?

13) What is meant by sales territory ?

14) What is meant by AIDA ?

(6×2=12)

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) Explain the disadvantages of internet advertising.

16) Discuss the objectives of advertising.

17) Explain the benefits of advertising budget.

18) Which are the different components of advertisement copy ?

19) Explain the objectives of sales promotion.

20) Discuss the legal aspects of advertising.

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) Explain about the functions and services of ad-agencies.

22) Explain the objectives of brand management.

23) Which are the qualities of a good copy writer ?

24) Elaborately discuss different types of advertising.

(2×5=10)



K23U 2865

Reg. No. :

Name :

V Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (C.B.C.S.S. –
Supplementary) Examination, November 2023
(2017 and 2018 Admissions)

Core Course

5B12 BBA/BBA(TTM)/BBA(RTM) : HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries ½ mark.

1. What is minimum wage ?
2. What is HRM ?
3. What is meant by discipline in HRM ?
4. What is HRA ?

(4×½=2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What do you mean by strategic HRM ?
6. What is recruitment ?
7. What is job evaluation ?
8. What do you mean by fringe benefit ?
9. What is job rotation ?
10. What is HR planning ?

(4×1=4)

P.T.O.



SECTION – C

Answer **any six** questions (**not** exceeding **one** page). **Each** question carries **3** marks.

11. How will you differentiate personnel management and human resource management ?
12. Bring out the methods of job evaluation.
13. What are the steps in selection process ?
14. Discuss the need for training.
15. What are the problems of performance appraisal ?
16. Write a note on training methods.
17. Discuss the essentials of a good discipline system.
18. Write a note on job description. **(6×3=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is job analysis ? Explain the process of job analysis.
 20. Define wage system. Explain the factors influencing wage system.
 21. Discuss in detail on different methods of performance appraisal. **(2×8=16)**
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K23U 2286

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**V Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019-2021 Admissions)**

Core Course

III – MARKETING

5B12 BBA : Consumer Behaviour

Time : 3 Hours

Max. Marks : 40



PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) Define consumer behaviour.
- 2) What is meant by buyer's regret ?
- 3) Who is a consumer ?
- 4) What is meant by Consumer Protection Act ?
- 5) What is meant by differentiated marketing ?
- 6) What is meant by B2C ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by consumer psychographics ?
- 8) What do you mean by consumer involvement ?
- 9) What is meant by customer promotion ?
- 10) Which are the basic learning theories ?
- 11) What do you mean by marketing mix ?
- 12) What is meant by opinion leader ?
- 13) What is meant by product differentiation ?
- 14) What is meant by customer motivation ?

(6×2=12)

P.T.O.



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain the features of organisations buying behaviour.
- 16) Discuss the stages of product life cycle.
- 17) Explain about different product concepts.
- 18) Explain the components of customer attitude.
- 19) What factors are considered in service buying behavior ?
- 20) Explain the factors that influence consumer behaviour.

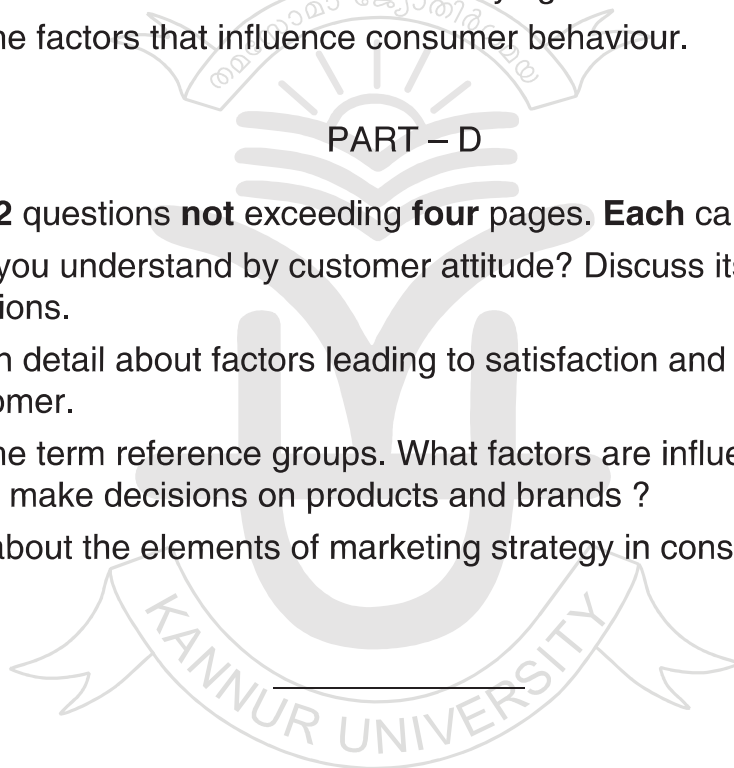
(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) What do you understand by customer attitude? Discuss its components and functions.
- 22) Discuss in detail about factors leading to satisfaction and dissatisfaction of a customer.
- 23) Explain the term reference groups. What factors are influencing reference groups to make decisions on products and brands ?
- 24) Discuss about the elements of marketing strategy in consumer behaviour.

(2×5=10)





K23U 2281

Reg. No. :

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V Semester B.B.A./B.B.A.(R.T.M.) Degree (C.B.C.S.S. – O.B.E.-Regular/
Supplementary/Improvement) Examination, November 2023

(2019 – 2021 Admissions)

Core Course

5B11BBA/BBA(RTM) : ACCOUNTING FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions, **each** carry **one** mark.

1. What is management reporting ?
2. What do you mean by Cost Volume Profit Analysis ?
3. What is a Cost Centre ?
4. What is Budget Committee ?
5. What do you mean by Solvency Ratio ?
6. For which kind of firm is Process Costing appropriate ?

(6×1=6)

PART – B

Answer **any 6** questions, **each** carry **2** marks.

7. Write the difference between Absorption Costing and Marginal Costing.
8. What is Variance Analysis ?
9. What is a Budget Key Factor ?
10. What are the elements of Cost ?
11. Write the methods of preparing Cash Budget.

P.T.O.



12. What is P/V ratio ?
13. What is Outlay Cost ?
14. Equity Capital – 1,70,000, Preference Capital-80,000, Profit and Loss-25,000, Debentures-80,000, Creditors-70,000.

Compute Debt-equity ratio.

(6×2=12)

PART – C

Answer **any four** questions, **each** carry **3** marks.

15. Differentiate Fixed Budget and Flexible Budget.
16. Explain in detail the nature of liquidity ratios.
17. Elaborate the objectives of Cost Accounting.
18. Given the following data :

Year	Sales Rs.	Profit Rs.
2004	80,000	17,000
2005	1,90,000	50,000

Find out the

- a) P/V Ratio
- b) Contribution
- c) Fixed Cost.
19. The expenses for the production of 500 units in a factory are given as follows :
- | | |
|---|-----------|
| Materials | 30 |
| Labour | 20 |
| Variable Overhead | 15 |
| Fixed Overhead (5,000) | 10 |
| Administrative overhead
(20% variable) | 10 |
| | 85 |

Prepare a Budget for 800 Units.



20. Standard production	400 units
Standard Hours	2000 hrs.
Wage rate/hour	Rs. 8
Actual Production	340 units
Actual Hrs.	1800 hrs.
Actual wage rate paid	Rs. 8.40/hour

Compute Labour Cost Variance (LCV). **(4×3=12)**

PART – D

Answer **any two** questions, **each** carry **5** marks.

- 21. Explain the advantages and disadvantages of Standard Costing.
- 22. Explain the classification of Cost.
- 23. Following is the Balance Sheet of Sunrise Ltd.

Liabilities	Amount	Assets	Amount
	Rs.		Rs.
Creditors	70,000	Bank	2,000
8% Debentures	80,000	Debtors	54,000
9% Preference Share Capital	80,000	Closing Stock	30,000
Equity Share Capital	1,80,000	Fixed Assets	3,40,000
Profit and Loss Account	20,000	Bill receivable	4,000
	4,30,000		4,30,000



Calculate :

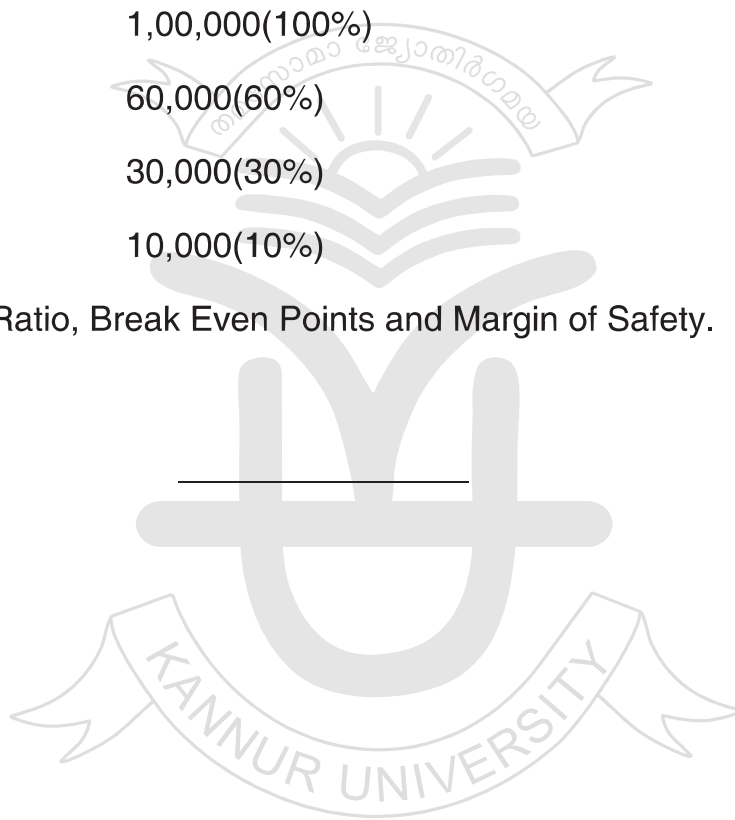
- 1) Debt Equity ratio
- 2) Current ratio
- 3) Quick ratio
- 4) Fixed assets to Shareholders ratio
- 5) Proprietary ratio.

24. Given the following data :

Sales	1,00,000(100%)
Variable Costs	60,000(60%)
Fixed Costs	30,000(30%)
Net Profit	10,000(10%)

Find out the P/V Ratio, Break Even Points and Margin of Safety.

(2×5=10)





K23U 2280

Reg. No. :

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**V Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2019-2021 Admissions)**

Core Course

5B10BBA/BBA(RTM) : BUSINESS RESEARCH METHODS

Time : 3 Hours

Max. Marks : 40



PART – A

Answer **all** questions, **each** carries **1** mark :

1. What is applied research ?
2. What is Qualitative Research ?
3. What is a Schedule ?
4. What is Secondary Data ?
5. Expand MLA.
6. What is a Research Report ?

(6×1=6)



PART – B

Answer **any six** questions, **each** carries **2** marks :

7. State any four features of research.
8. Distinguish between basic and applied research.
9. What is meant by pilot study ?
10. What is stratified random sampling ?
11. Discuss the observation method of collecting primary data.

P.T.O.

K23U 2280



12. Explain the method of collecting data through schedules.

13. What are the steps involved in developing a questionnaire ?

14. What are the limitations of direct personal interviews ?

(6×2=12)

PART – C

Answer **any four** questions, **each** carries **3** marks :

15. What are sampling and non-sampling errors ?

16. Explain the interview method of collecting primary data.

17. What are the characteristics of a good research design ?

18. Distinguish between descriptive and exploratory research.

19. Distinguish between primary data and secondary data.

20. Discuss the stages of report writing.

(4×3=12)

PART – D

Answer **any two** questions, **each** carries **5** marks :

21. What are the various sources of collection of primary data ?

22. What are the steps involved in research ?

23. What are the various types of non-probability sampling ?

24. What are the various types of reports ?

(2×5=10)
