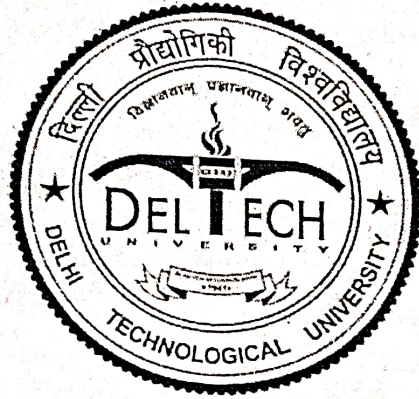


**USME**

**QUESTION PAPERS  
SUPPLEMENTARY EXAMINATION  
FEBRUARY-2020**



**MBA (Business Analytics), BBA and  
BA (H) ECONOMICS**

**1<sup>st</sup> , 3<sup>rd</sup> & 5<sup>th</sup> SEMESTER**

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(USME)

**QUESTION PAPERS FOR SUPPLEMENTARY EXAMINATION,  
FEBRUARY 2020**

**MBA (Business Communication) SEM- I & III  
BBA & BA (H) ECONOMICS SEMESTER : I , III & V**

**INDEX**

	NAME OF THE COURSE	SUBJECT CODE	SEM-I	SEM-III	SEM-V
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Supplementary Examination 2019-20

Course: BBA  
Subject: Principles of Management  
Maximum Marks: 75 Marks

Semester: 1st  
Subject code: 101  
Maximum Time: 180 minutes

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**All questions are compulsory and carry equal Marks.**

Q.1) Discuss the following techniques of Scientific Work Study: (Do Any Three)

- (a) Time Study
- (b) Motion Study
- (c) Fatigue Study
- (d) Method Study
- (e) Simplification and standardization of work

Q.2) (a) Explain in detail the Technique of Functional Foremanship? Also explain the principle violated by the same.

(b) Explain the qualities of a good leader? Do the qualities alone ensure leadership success?

Q.3) (a) What is Motivation? Explain the need and importance of motivation for an employee in an organization?

(b) What is a divisional structure? Discuss its advantages and limitations. Also mention that in what kind of organizations divisional structure shall be suitable.

Q.4) (a) Which of the Henri Fayol's principles do you find relevant in organizations today. Explain using examples.

(b) What are the steps taken by management in the planning process?

Q.5) (a) What are the different types of communication? Explain the importance of non-verbal communication giving relevant examples?

(b) How does informal organization support the formal organization? Explain giving relevant examples.

Total No. of Pages: 2

First Semester BBA  
SUPPLEMENTARY EXAMINATION I FEB-2020  
Paper Code: BBA102 Paper Title: Business Mathematics

Time: 3:00 Hours

Max Marks: 75

**General Instructions:**

- 1) Attempt five questions out of seven questions and question No. 7 is compulsory.
- 2) Question 7 contains five parts and each part is of three marks.
- 3) Each question from one to six contains two parts. All Questions carry equal fifteen (7.5 X 2) marks each.

Q.1(a) A Monopolist demand curve is given by  $p = 100 - 2q$ . find the marginal revenue function. Find the relationship between the slopes of the average revenue and marginal revenue curves.

Q.1(b) Find  $\frac{dy}{dx}$  where  $y = \frac{\log x}{\sqrt{x}}$

Q.2(a) Solve the following system of equations using Gauss-Jordan elimination method.

$$x + 2y + 2z = 7, \quad x + 3z = 11, \quad 2x - 3y = 1$$

Q.2(b) The sum of two numbers is 24. Find the numbers if the sum of their squares is to be minimum.

Q.3(a) The sum of three consecutive terms in G.P is 35 and their product is 1000, find the terms.

Q.3(b) Solve the following optimization problem of maximization type using Lagrangian Method.

$$\text{Max } f(X) = 4x_1 + 6x_2 - 2x_1^2 - 2x_1x_2 - 2x_2^2$$

$$\text{subject to } x_1 + x_2 = 20$$

$$x_1, x_2 \geq 0$$

Q.4(a) Draw the graph of the following function and also comment about the function.

$$f(x) = x \text{ when } x > 0$$
$$= 0 \text{ when } x = 0$$
$$= -x \text{ when } x < 0$$

Q.4(b) Find average cost (A.C) if marginal cost (M.C) is given by

$$M.C = 25x + 15x^2 - 3x^3$$

Where  $x$  denotes output produced. Also find the total cost when  $x=0$  and  $x=100$ .

Q.5(a) Explain consumer's surplus and producer's surplus with suitable examples.

Q.5(b) The demand and supply functions under perfect competition are  $y = 16 - x^2$  and  $y = 2x^2 + 4$  respectively. Find the market price, consumer's surplus and producer's surplus. Where  $x$  denotes quantity demanded or supplied,  $y$  denotes price.

Q.6(a) Find the demand vector which is consistent with the input-output matrix.

$$A = \begin{bmatrix} 0.2 & 0.3 & 0.2 \\ 0.4 & 0.1 & 0.2 \\ 0.1 & 0.3 & 0.2 \end{bmatrix} \text{ And the output vector } X = \begin{bmatrix} 25 \\ 21 \\ 18 \end{bmatrix}$$

Q.6(b) Find the rank  $\rho(A)$  of the matrix  $A = \begin{pmatrix} 1 & 2 & 3 \\ 3 & 4 & 5 \\ 4 & 5 & 6 \end{pmatrix}$

Q.7 Define the following definition with example:

- (i) Leontief matrix
- (ii) Depreciation lapse schedule (DLS)
- (iii) Function with suitable examples
- (iv) Linear dependence, independence and linear combination of vectors
- (v) Define the condition of the consistency of homogeneous and non-homogenous system of Linear equations.

Total No. of Pages 3  
FIRST SEMESTER

Roll No.....  
BBA Program

Supplementary Examination

February-2020

Paper Code: BBA103

Title of Paper: Financial Accounting

Time: 3:00 Hours

Max. Marks : 75

Attempt any five questions. Simple calculator is allowed.

Q1. (a) Define Accounting. Differentiate between Accounting and Book-keeping. (6 marks)

(b). Explain the following: (Any three) (3 marks each)

- i. Business Entity Concept
- ii. Conservatism/Prudence Convention.
- iii. Dual Aspect Concept
- iv. Convention of Consistency

Q2. (a) On 1<sup>st</sup> January 2013, X Ltd purchased a machine for Rs 58,000 and spent Rs 2,000 on its installation. On 1<sup>st</sup> July 2013, additional machinery Rs 80,000 was purchased. On 1<sup>st</sup> July 2015, the machine purchased on 1.1.2013 was sold for Rs 28,600 and on the same date, a new machine was purchase for Rs 1,00,000. Depreciation was provided annually on 31<sup>st</sup> December @20% on WDV basis. Prepare machinery account for the period of 2013-2015. (10 marks)

(b) Define Depreciation. Explain the major causes of Depreciation. (5 marks)

Q3. Write short notes on following: (Any five) (3 marks each)

- a. Social Responsibility Accounting
- b. Green Accounting
- c. Compound Journal Entry
- d. Methods of Depreciation
- e. Right Shares
- f. SEBI and its Functions.

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Balance sheet as on that date after making the necessary adjustments. (15 marks)

Q4. Mohan Limited issued a prospectus inviting applications for 4,000 shares of Rs 100 each at a premium of Rs 20 payable as follows:

On application	Rs 20 per share
On Allotment	Rs 50 per share (including premium)
On First and Final call	Rs 50 per share

Applications were received for 5,000 shares and allotment made on pro-rata basis to the applicants of 4,600 shares, the remaining applications being rejected, money on applications was adjusted on account of sums due on allotment.

Rohan to whom 360 shares were allotted, failed to pay allotment money and call money, and his shares were forfeited.

Komal, a holder of 200 shares failed to pay the call money, her shares were also forfeited. All these shares were sold to Sohan as fully paid for Rs 80 per share. Show the journal entries in the books of the Company. (15 marks)

Particulars	Amt (Dr.)	Particulars	Amt (Cr.)
Drawings	7,400	Sales	87,100
Patents	5,000	Purchase Return	1,500
Purchases	42,000	Capital	87,000
Sales Return	1,300	Sundry Creditors	7,600
Wages	14,000	Commission	1,800
Power and Fuel	4,400	12% Loan (on 1.7.2018)	10,000
Carriage on Sales	5,200		
Carriage on Purchases	2,800		
Stock (01.01.2018)	6,500		
Freehold Land	30,000		
Machinery	20,000		
Salaries	18,000		
Goodwill	14,000		
General Expenses	6,700		
Insurance	1,700		
Sundry Debtors	15,000		
Interest	1,000		
	195,000		195,000

Q5. Prepare a Three-columnar Cash Book from the following transactions: (15 marks)

1-Aug	Opening Balance: Cash in hand Rs 10,250 and Cash at Bank Rs 13,750
3-Aug	Machinery purchased Rs 25,000.
5-Aug	Received a cheque from Mr Rohan Rs 4,500 paid into Bank.
4-Aug	Sold goods to Sahil on credit for Rs 5,000.
8-Aug	Stationary Sold Rs 500.
9-Aug	Withdraw cash for personal use Rs 2,000.
9-Aug	Paid to Nikhil Rs 4,960, Discount allowed by him Rs 40.
10-Aug	Cash withdrawn from Bank for office use Rs 2,500.
15-Aug	Purchased a car Rs 1,000.
19-Aug	Purchased goods from Sohan Rs 1,000 and allowed 10% trade discount.
20-Aug	Received a cheque for Rs 4,950 from Amit, which is deposited into bank.
21-Aug	Received a cheque from Rahul Rs 4,800. Allowed him discount Rs 200.
25-Aug	Furniture purchased from Rajat for Rs 25,000
27-Aug	Rent paid by cheque Rs 10,000
28-Aug	Income Tax paid Rs 2,000

Adjustments:

1. Stock on December 31, 2018 was valued at Rs 13,500.
2. Machinery is to be depreciated @10% and Patents@20%.
3. Salaries are paid for 9 Months while wages are paid as 2 months in advance.
4. Insurance include a premium of Rs 200 for 2019.
5. Advance Commission amounted to Rs 300.

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Total No. of Pages: 2

END SEMESTER EXAMINATION- NOV/DEC 2019  
(SUPPLEMENTARY EXAMINATION) = February-2020

PAPER CODE: BBA 104

Time: 3:00 Hours

TITLE OF PAPER- BUSINESS ECONOMICS

Max. Marks: 75

Instructions : Write neatly and precisely with diagrams (wherever asked)

Section A: Attempt any 10 questions out of 11. Each question is of 7.5 marks

Q.1) What is the indifference curve ? Explain law of substitution, budget constraint and consumer equilibrium using example and diagram ?

Q.2) What is the effect of income change on the equilibrium and the effect of price change on the equilibrium using diagram?

Q.3) Consider a firm that produces pizzas with capital and labor inputs. Define and contrast diminishing returns and decreasing returns to scale. Explain why it is possible to have diminishing returns for one input and constant returns to scale for both inputs.

Q.4) Explain the fallacies in each of the following:

- a. Average costs are minimized when marginal costs are at their lowest point.
- b. Because fixed costs never change, average fixed cost is a constant for each level of output.
- c. Average cost is rising whenever marginal cost is rising.
- d. The opportunity cost of drilling for oil in Yosemite Park is zero because no firm produces anything there.
- e. A firm minimizes costs when it spends the same amount on each input.

Q.5) Explain why MC cuts AC and AVC at their minimum values (i.e., the bottom of their U-shaped cost curves).

Q.6) In his Findings of Fact in the Microsoft case, Judge Jackson wrote: "It is indicative of monopoly power that Microsoft felt that it had substantial discretion in setting the price of its Windows 98 upgrade product (the operating system product it sells to existing users of Windows 95). A Microsoft study from November 1997 reveals that the company could have charged \$49 for an upgrade to Windows 98—there is no reason to believe that the \$49 price would have been unprofitable—but the study identifies \$89 as the revenue-maximizing price. Microsoft thus opted for the higher price." Explain why these facts would indicate that Microsoft is not a perfect competitor. What further information would be needed to prove Microsoft was a monopoly?



Q5. (a) Explain the various layers of OSI model.

(b) Consider the following process with their burst time. Calculate average waiting time and average turnaround time using round robin scheduling with time quantum of 5 seconds.

Process	Burst time
P1	21
P2	3
P3	6
P4	2

Q6.(a) Differentiate between preemptive and non-preemptive CPU scheduling.

(b) Explain various applications of information technology.

(c) Explain various types of computer.

Q7. (a) Explain the various steps for mail merge.

(b) Differentiate between program and process. Explain various states of a process with the help of diagram. Also, explain various transitions.

-END-

Supplementary Examination : February 2020

Course: BBA

Subject: Indian Economy

Maximum Marks: 75

Semester: I

Subject code: GE005

Maximum Time: 3Hrs

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Instructions

1. Attempt any five questions

2. All questions carry equal marks

1. Discuss in detail the three phases of Green Revolution in India. (15)
2. What was the state of (i) Agriculture and (ii) Industries at the time of Indian Independence? (7.5 +7.5)
3. What is Universal Basic Income? Elaborate on the arguments both in favour of against Universal Basic Income in India. (5+10)
4. What were the main thrust areas of the New Economic Policy? Highlight the Tax Reforms and Public Sector Policy Reforms undertaken in the New Economic Policy. (5+5+5)
5. Highlight the differences between Developed countries and Developing Countries. Elaborate on the common characteristics of Developing Nations. (7.5+7.5)
6. Discuss the changes in Income Inequality in India between 1922-2015. (15)
7. Making a distinction between Economic Growth and Economic Development, discuss two alternative view of Economic Development. (15)
8. Short Notes on: (i) Human Development Index (ii) Vicious Circle of Poverty (iii) Factors affecting Agricultural Growth (5+5+5)

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Total No. of Pages - 1  
3<sup>rd</sup> SEMESTER

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East Delhi Campus

Roll No.....

BBA

SIPPLEMENTARY EXAMINATION

February 2020

PAPER CODE – BBA 201 : TITLE OF PAPER- Organizational Behaviour

Time: 3:00 Hours

Max. Marks: 75

Note: (i) Answer any FIVE questions.

(ii) All questions carry equal marks.

- Q.1. What are ego states of our personality according to Transactional Analysis? Elaborate Terminal Values and Instrumental values as per Rokeach value survey.
- Q.2 Define Organisational Behaviour. Why is understanding organisational Behaviour important for managers in modern day organisations? What does Organisational behaviour study?
- Q.3 Discuss Johari Window and its Quadrants. What conditions help an employee get job satisfaction? What is the effect of Job satisfaction on an employee
- Q.4 Why do employees form groups in the organizations? Discuss the various stages involved in work group formation. How is group different from team?
- Q.5 What is meant by organizational conflict? What are the sources of organizational conflict? How is organizational conflict managed?
- Q6. Define organizational culture. How does organizational culture benefit an organization? How is organizational culture created, sustained and changed?
- Q7. "Organizational change is generally resisted by employees." Discuss the reasons for employee resistance to organizational change. How do organizations manage employee resistance to organizational change?

COURSE- MARKETING MANGEMENT

SUBJECT CODE: BBA202

SUPPLEMENTARY EXAMINATION : Feb- 2020

MAX TIME: 180 MIN

MAX MARKS: 75

ALL QUESTION ARE COMPULSORY

Part-A CARRYING 3 QUESTIONS OF 10 MARKS EACH Part-B-CARRYING 2 QUESTIONS OF 15 MARKS EACH

Part-C CASE STUDY HAVING 3 QUESTIONS OF 15 MARKS

SECTION-A (10 Marks each)

1. Why is new product development necessary? What are the major options for adding new product to an organization? Discuss all the stages of new product development briefly.
2. What is product orientation? How does product orientation degenerate into marketing myopia?
3. Describe each of the steps in the strategic planning process.

SECTION-B (15 Marks each)

4. (a) Why do we need STP in marketing? Differentiate between demographic and behavioral Segmentation. Which of these bases of segmentation provides more insight?  
(b) As the marketing manager of newly launched electric car from Hyundai, do the positioning using STP approach.
5. (a) What factors influence the pricing decision? Explain using relevant example.  
(b) Explain the factor that affects pricing of a new product. How is new product pricing different from pricing an existing product.

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SECTION-C (15 Marks)  
Case Study (Compulsory)

William Wrigley Jr. came to Chicago from Philadelphia in the spring of 1891 at the age of 29. His father was a soap manufacturer, and at the start of his new business in Chicago, Mr. Wrigley sold Wrigley's Scouring Soap. As an extra incentive to merchants, Mr. Wrigley offered premiums. One of these premiums was baking powder. When baking powder proved to be more popular than soap, he switched to the baking powder business.

Then in 1892, Mr. Wrigley got the idea of offering two packages of chewing gum with each can of baking powder. At that time, there were at least a dozen chewing gum companies in the United States, but the industry was relatively undeveloped. Mr. Wrigley decided that chewing gum had major potential. His first two brands were Lotta and Vassar. Wrigley's Juicy Fruit gum and Spearmint were introduced a year later. William Wrigley did most of the selling to the trade, but also showed an unusually high level of skill for inspiring enthusiasm in the people who worked with him. He was one of the pioneers in the use of advertising to promote the sale of branded goods, using newspapers, magazines or outdoor posters to promote the business. The company was also one of the first major firms in the USA to exploit the benefits offered by radio to reach mass market audiences.

As the popularity of Wrigley's gum grew, the company began to expand manufacturing to support company growth. The first factory established outside the United States was in Canada, followed by expansion into Australia (1915), Great Britain (1927) and New Zealand (1939). During the Second World War, the new company president, Philip Wrigley, decided to support US troops but concurrently protect the reputation of the company's brands. Because of wartime rationing, Wrigley could not make enough top-quality gum for everyone. So instead the company took Wrigley's Spearmint, Doublemint and Juicy Fruit off the civilian market and sold the entire output of these brands to the US armed forces. During this absence from the consumer market, the company ran the 'Remember this wrapper' advertising campaign.

William Wrigley succeeded his father, Philip, as president and CEO in 1961. During his 38-year tenure, production facilities were opened in new countries. Currently the company operates 19 production facilities in Australia, Canada, China, France, Great Britain, India, Kenya, the Philippines, Poland, Russia, Spain, Taiwan and the United States and Wrigley is marketed in more than 180 countries. When sugar free gums entered the US market, Wrigley launched their Extra brand which still remains the leading brand in this sector of the market.

When William Wrigley Jr. took over as CEO in the late 1990s, his view was that further expansion of the chewing gum business offered limited prospects for sustaining revenue growth. Hence the company embarked on a major acquisition programme of other confectionery companies as a path through which to expand the product line. This decision, plus continued growth for chewing gum products, resulted in a virtual doubling of total global sales. The company had been the target of numerous takeovers, all of which were successfully resisted by the Wrigley family. Then in 2008 the company was approached by Mars, another privately owned business, whose CEO proposed a merger of the two corporations. After a careful assessment of the bid price for the company, William Wrigley Jr. determined that the merger offered the best financial prospects for the business in an increasingly competitive global market. Hence he recommended to the Wrigley family that the Mars offer be accepted. On 4 March 2008, the Wrigley Company ceased to be the family-owned business that had been successfully run for many years by the founder and then his descendants.

13. Case Questions:

- (a) Elaborate on the market expansion and brand expansion strategy of Wrigley. (4)
- (b) Critically analyze the promotion strategy adopted by Wrigley. Do you agree with these non-traditional approaches? Discuss. (4)
- (c) Critically evaluate the decision of William Wrigley Jr. for merging with Mars. Discuss the pros and cons of the decision. (7)

Total No. of Page: 1

3rd Semester BBA

SUPPLEMENTARY EXAMINATION- Feb 2020

PAPER CODE: BBA-203 TITLE OF PAPER-Business Ethics and CSR

Time: 3:00 Hours

Max. Marks: 75

- 
1. Write short note on the followings: (5\*5 =25 marks)
    - a) Unethical issues in HRM
    - b) Progress and Transformation
    - c) Karma Yoga and detached involvement
    - d) Quality of work-life
    - e) Corporate Governance
  2. Elaborate any five theory of Corporate Social Responsibility with the help of a suitable example. (10 Marks)
  3. 'Stakeholders define ethical direction and goals of a company'. Critically evaluate the statement. (10 Marks)
  4. Indian ethical values hold immense importance for contemporary competitive and dynamic business world. Elaborate the statement. (10 Marks)
  5. Discuss the relevance of ethical issue intensity in corporate decision making. (10 Marks)
  6. What is workplace stress? Discuss major workplace stressors and their remedies. Also discuss the utility of ethical values in dealing with stress at the workplace. (10 Marks)

Total No. of Pages 5

Roll No.....

III SEMESTER

BBA

SUPPLEMENTARY EXAMINATION

FEB 2020

PAPER CODE- BBA 204

MANAGEMENT ACCOUNTING

Time: 3:00 Hours

Max. Marks : 75

Note : Q.1 is compulsory. Attempt any 4 out of the remaining questions.  
All questions carry equal marks.

Q.1. Answer any two of the following-

- "Management Accounting assists in corporate planning process" Explain the statement.
- Discuss the significance of responsibility accounting in divisional performance measurement.
- Write a short note on Zero base budgeting.

Q.2. The following are the details of a spare part of Sri Ram Mills-

1-1-2018	Opening Stock		Nil
1-1-2018	Purchases	100 units @ ₹ 30 per unit	
15-1-2018	Issued for Consumption		50 units
1-2-2018	Purchases	200 units @ ₹ 40 per unit	
15-2-2018	Issued for consumption		100 units

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20-2-2018 Issued for Consumption

100 units

1-3-2018 Purchases

150 units @ ₹ 50 per unit

Find out the value of stock as on 31-3-2018 if the company follows perpetual inventory method on FIFO basis and weighted Average basis.

Also calculate the closing stock using periodic method in both the methods.

Q.3. A paint manufacturing company manufactures 400000 small sized tins of spray paints per annum when it works at full normal capacity. Its variable cost per unit of manufacturing and selling is as follows:-

Direct material	15
Direct Labour	4
Variable Manufacturing overheads	6
Variable Selling and administrative overheads	<u>5</u>
	<u>30</u>

Each unit (tin) of the product is sold for ₹ 50. The company is experiencing difficulties in selling the product and at present is operating at 25% capacity. The directors of the company are seriously considering suspending the operations till the market picks up.

Market research undertaken by the company reveals that in about a year's time, the sales will pick up and the company can comfortably operate at 70% capacity.

In the event of closure, the present fixed costs of ₹ 30 lakh per annum could be reduced to ₹ 12 lakh.

The settlement cost of personnel not required would amount to ₹ 3 lakh.

Additional cost of plant shutdown is estimated to be ₹ 50000. On

-35-

(29)



resuming operations, the expenditure connected with reopening after shutdown is expected to be ₹ 100000.

Advice the company whether the plant should be shutdown in the current year.

Q.4. Jaypee Company's projected profit for the coming year is as follows;

	Total(₹ )	Per Unit(₹ )
Sales	200000	20
Less: Variable Expenses	<u>120000</u>	<u>12</u>
Contribution Margin	80000	8
Less: Fixed Expenses	<u>64000</u>	
Operating Income	<u>16000</u>	

Required

1. Compute the break-even point in units.
2. How many units must be sold to earn a profit of ₹ 30000?
3. Compute the contribution margin ratio. Using that ratio, compute the additional profit that Jaypee would earn if sales were ₹ 25000 more than expected.
4. Suppose Jaypee would like to earn operating income equal to 20% of sales revenue. How many units must be sold for this goal to be realized?
5. For the projected level of sales, compute the margin of safety.

Q.5. The PikNik company manufactures picnic tables. The company's southeastern plant has changed from a labour-intensive operation to a robotics environment. As a result, management is considering changing from a direct-labour based overhead rate to an activity based cost

156-1

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The controller has chosen the following activity cost pools and cost drivers for the factory overhead:

	Overhead Cost (₹)	Cost driver	Actual cost driver
Purchase orders	2,00,000	Number of orders	10,000 orders
Set-up Costs	25,000	Number of set-ups	5,000 set-ups
Testing costs	48,000	Number of tests	6,000 tests
Machine Maintenance	2,50,000	Machine Hours	10,000 hours

Required-

- (a) Compute the overhead rate for each cost driver.  
 (b) An order of 10 large picnic tables had the following requirements:
- |                           |     |
|---------------------------|-----|
| Number of purchase orders | 6   |
| Number of setups          | 25  |
| Number of Product Tests   | 8   |
| Machine Hours             | 150 |
- How much overhead would be assigned to this order?

Q.6. The following data pertains to a shop. The owner has made the following sales forecast for the first five months of the coming year.

January	₹ 4000000
February	₹ 4500000
March	₹ 5500000
April	₹ 6000000

May

₹ 5000000

Other data are as follows:-

- Debtors and creditors balance at the beginning of the year are ₹ 30 lakh and ₹ 14 lakh respectively. The balances of other relevant assets and liabilities are Cash Balance ₹ 7.5 lakh, Stock ₹ 51 lakh and accrued sales commission ₹ 3.5 lakh.
- 40% sales are on cash basis. Credit sales are collected in the following month.
- Cost of sales is 60% of sales.
- The only other variable cost is 5% commission to sales agent. Sales commission is paid in the month after it is earned, that is, the time-lag is one month.
- Stock is kept equal to sales requirements for the next two months' budgeted sales
- Trade creditors are paid in the month following purchases.
- Fixed cost are ₹ 5 lakh per month, including ₹ 2 lakh depreciation.

You are required to prepare Cash Budget for each of the first three months of the coming year.

-END-

(4)

(5)

## SUPPLEMENTARY EXAMINATION Feb 2020

PAPER CODE: GE001

PAPER: Tax Planning

Time: 3:00Hours

Max. Marks : 75

Note : All questions carry equal marks.

All questions have internal choice.

Q.1 Nihal (age 44years) furnishes the following details of his salary income for the financial year 2018-19

- Salary 10,000 p.m. Dearness Allowance 1,000 p.m.
- Entertainment allowance 1,000 p.m.
- Employer's and his own contribution to the recognized provident fund is 10% of basic salary
- Interest on the accumulated balance of recognized provident fund @13% p.a. 26,000.
- City Compensatory Allowance 100 p.m.
- Medical Allowances 5,000 p.a.
- He is provided with a car of 1.8 ltrs. engine cubic capacity rating by his employer. Its expenses excluding driver's salary are met by him. The car is used for official as well as for private purposes.
- He is also provided with an unfurnished accommodation in Delhi for which is employer charges ₹500 p.m. The fair rent of house is ₹24,000 per annum. The house is owned by the employer.

- 165-1
- The employer has also engaged for him a sweeper @ ₹150 p.m., a watchman @ ₹200 p.m. and gardener @ ₹150 p.m.
  - He has also been given a loan of ₹1,00,000 @ 7% p.a. on 1.5.2018 for construction of his house. SBI rate for such loan as on 1.4.2018 is 12% p.a.
  - His income from other sources is 3,80,000
  - He invested ₹24,000 in National Savings Certificates (VIII Issue)

Compute his total taxable income and tax liability for the assessment year 2019-20. (15)

or

a) X owns two houses which he occupied for his own residence. He submits the following particulars in respect of these houses for the financial year 2018-19:

Particulars	House 1 (₹)	House 2 (₹)
Municipal value	1,20,000	2,40,000
Fair rent	1,50,000	2,70,000
Standard rent under Rent Control Act.	90,000	2,04,000
Municipal tax paid	18,000	24,000
Amount-spent on repairs	12,000	30,000
Interest paid on loan taken for building the houses.	30,000	3,60,000

X also has income from interest on Government Securities amounting to ₹2,65,000 during the previous year. Both houses were constructed in 2009. X requests you to compute his total income in a manner which minimises his incidence of tax. (10)

b) Discuss the provisions of exemption for under section 54 with regard to capital gain on sale of residential house property. (5)

Q.2 a) During the previous year 2018-19, Mr. Ramesh sells the following capital assets:

	Sale Proceeds (₹)	Cost of Acquisition (₹)	Year of Acquisition	F.M.V. as on 1.4.2001 (₹)
Land	4,00,00,000	18,50,000	1977	1,19,00,000
Gold	24,86,000	2,40,000	1980	10,26,000
Listed debentures	2,57,000	1,75,000	1975	1,62,400

Assuming that his business income is ₹1,46,000, determine his net income for the assessment year 2019-20. (10)

b) Explain the deduction u/s 80C (5)

or

a) Ms Sukhnoor, who was an employee of X Ltd. in Delhi, has furnished the following particulars regarding his income for the financial year ending 31.3.2019.

1. Salary ₹12,000 p.m.
2. Dearness Allowance ₹2,000 p.m.
3. House rent allowance ₹4,000 p.m. (rent actually paid ₹5,000 p.m.)
4. He retired from service on 1.12.2018 after completing 25 years and 7 months of service with the company. The company paid the assessee:
  - (i) ₹1,50,000 on account of gratuity,
  - (ii) Pension @ ₹4,000 p.m., and
  - (iii) His average monthly salary for the past 10 months was ₹11,500.

Compute the taxable H.R.A. and Gratuity of Ms. Sukhnoor under the head 'Salaries' for the assessment year 2019-20. (8)

b) Discuss the Tax slab rates (including cess) for an individual for assessment year 2019-20. Illustrate with examples. (7)

Q.3) From the following incomes earned by Mr. Rajesh during the financial year 2018-19, determine his total income for the assessment year 2019-20 if he is (i) resident and ordinarily resident; (ii) not ordinarily resident; (iii) non-resident.

- (i) Profits from a business in Bombay managed from London. 1,60,000
  - (ii) Pension for services rendered in India but received in Burma. 15,000
  - (iii) Interest on U.K. Government Bonds, half of which is received in India. 4,000
  - (iv) Income from property situated in Pakistan received there. 20,000
  - (v) Past foreign untaxed income brought to India during the previous year. 7,000
  - (vi) Income from agricultural land in Nepal received there and then brought to India. 30,000
  - (vii) Income from profession in Kenya which was set up in India, received there. 12,000 (8)
- b) Discuss the provisions relating to Income from other sources. (7)

or

- a) During the previous year 2018-19, X, a foreign citizen, stayed in India for just 69 days. Determine his residential status for the assessment year 2019-20 on the basis of the following information:
- (i) During 2017-18, he was not present in India but during 2016-17 he came to India for 276 days.
  - (ii) During 2015-16, X was present in India for 90 days.
  - (iii) During 2012-13 and 2011-12, X was in India for 359 and 348 days respectively.
  - (iv) Earlier to 2011-12 he had been regularly coming to India for 100 days every year. (7)

Compute his (a) taxable income; (b) tax payable for assessment year 2019-20.

Gross Salary	5,35,000 p.a.
Rent received	3,500 p.m.
Dividend from Foreign Co.	1,000
Interest on Savings Bank Deposits	18,000
Interest on government Securities	1,000
Winning from Lotteries (Gross)	4,000
NSC (VIII Issue) purchased during the year	10,000
Deposit under PPF scheme	1,50,000

He earned long-term capital gain of 12,000 on sale of gold jewellery during the year. (8)

Q.4 a) What are the provisions of clubbing of income relating to:

- i. Minor child (8)
- ii. Spouse (8)

b) Explain the provisions relating to set-off and carry forward of losses under the Income Tax Act, 1961. (7)

or

a) Discuss the incomes that do not form part of the total income under section 10 of Income Tax Act, 1961. (8)

b) What is a capital asset? Explain the term 'capital gains' under Income Tax Act. Distinguish between short-term and long-term capital gains (7)

Q.5 Write short notes on any three of the following:

- a) Person
- b) Agricultural Income
- c) Residential Status of an Individual
- d) Gross Total Income

The house was let out at a rent of Rs. 25,000/- per month throughout the year. A loan was taken for purchase of this house on which interest paid is Rs. 15,000/- (5)

(b). Fill in the Blanks:

1. Previous Year is generally a period of \_\_\_\_\_ months immediately preceding the \_\_\_\_\_ Year.
2. Maximum \_\_\_\_\_ of deduction of interest on capital borrowed for repairs in case of a Self-occupied house property is Rs. \_\_\_\_\_.
3. The remuneration of Member of Parliament is \_\_\_\_\_ under the head \_\_\_\_\_.
4. Agricultural Income in \_\_\_\_\_ is \_\_\_\_\_ from Tax.
5. Children education allowance received from \_\_\_\_\_ is exempt up to Rs. \_\_\_\_\_ per month per child up to two children. (2x5=10)

Semester Examination (Supplementary), February 2020

Course: BBA

Semester: V

Subject: Income Tax Law & Practice

Subject code: 301

Max. Marks: 75

Time: 3 Hours

Answer any five questions. All Questions carry equal marks.

Q1.

- (a) What is the meaning of the term "Person" under the Income Tax Act, 1961. (5)
- (b) Explain in details the computation of income under the head "Income from House Property" in case of a Let-out house property. (10)

Q2.

- (a) What are rules for calculating exemption of House Rent Allowance (HRA) while computing income under the head "Salaries"? (5)
- (b) What are the Basic Conditions & Additional Conditions for determining residential status of an Individual under the Income Tax Act, 1961? (5)
- (c) How income of a Self-occupied Property is calculated under the Income Tax Act, 1961? (5)

Q3.

- (a) Explain the benefits of e-filing of Income Tax Returns for the assessee and the Income Tax Department. (5)
- (b) Whether the following are capital asset for calculation capital gains as per the Income Tax Act, 1961 (Just mention Yes/No):
  - (i) Jewellery of a married women "1"

(iii) House Property  
(iv) Shares in an unlisted company

(v) Personal Car. (5)

(c) Explain the difference between Short-term Capital Gain and Long-term Capital Gain. (5)

Q4. Compute income under the Head "Salaries" from the following details of Mr. Mohan who is employed in Maruti Accessories Ltd. (Delhi) as an Deputy Manager for the previous year 2018-19.

Basic Salary	Rs.40,000/- p.m.
Dearness Allowance	50% of Basic Salary
Medical Allowance	Rs.2,000/- p.m.
House Rent Allowance	Rs. 12,000/- p.m.
<i>(Mr. Mohan lives in a rented house and pays Rent Rs.10,000/- p.m.)</i>	
Transport Allowance	Rs. 4,000/- p.m.
Hostel Expenditure Allowance	Rs.500 p.m. per child for two children
Perquisite of Credit Card (Taxable Value)	Rs.20,000/-
Free mobile provided to him by the employer, expenses incurred by employer on the same	Rs. 10,780/-.
Besides Ram paid Rs. 1,000/- as Professional Tax.	(15)

Q5.

(a) Ms. Shyama aged 27 years has received income of Rs. 50,00,000/- during the P.Y. 2018-19 which comprises of Rs. 20,00,000/- as Gift from her father, Rs. 15,00,000/- as Gift from her husband, 14,50,000/- as Gift from her Sister and Rs. 50,000/- as Dividend from Indian Company. Is she liable to pay tax on these receipts. (5)

"2"

head. (5)

(c) Write down five incomes which are exempted from Income Tax as per the Income Tax Act, 1961. (5)

Q6.

(a) Mr. Doms sold his house and wishes to save capital gain tax by purchasing a new house. Explain him the conditions for availing exemption under section 54 of the Income Tax Act, 1961. (5)

(b) What are the provisions regarding the clubbing of income of Minor Child under the Income Tax Act, 1961? (5)

(c) Mr. Mohan is a Non-Resident in India for the previous year 2018-19. During this Previous Year, he has following incomes;

- Income from a House in Delhi	Rs. 7,00,000/-.
- Gift from his father-in-law	Rs. 1,50,000/-.
- Income from Business in U.K. controlled from Mumbai	Rs. 4,00,000/-.
- Dividends from an Indian Company	Rs. 20,000/-

Find his taxable income of the previous year 2018-19. Give explanations also. (5)

Q7.

(a) Mr. Shiva has a house property in Mumbai. Compute Income from House Property from the following details for the Previous Year 2018-19.

Municipal Valuation	Rs. 2,00,000/-
Fair Rent	Rs. 2,50,000/-
Standard Rent	Rs. 1,75,000/-
Municipal Taxes (Unpaid)	Rs. 2,550/-.

"3"



V SEMESTER, BBA

END SEM SUPPLEMENTARY EXAM

FEB 2020

BBA 302 FINANCIAL MANAGEMENT

Time: 3:00 Hours

Max. Marks: 75

Note : All questions are compulsory and carry equal marks

Q.1.a. What is Profitability Index? Is it a better criterion than net present value? (5 Marks)

b. A company is considering which of the two mutually exclusive projects it should undertake. The finance director thinks that the project with higher NPV should be chosen as both projects have same initial outlay and length of life. The company anticipates a cost of capital of 10% and net after tax cash flows of project as follows:

Year	1	2	3	4	5	6
Project X	210	40	80	90	75	25
Project Y	210	222	10	10	6	6

Compute 1) The NPV and PI of each project.

2) State with reasons which project would you recommend

(10 Marks)

Q.2.a. Write short note on book value and market value weights in cost of capital. (5 Marks)

b. B. Ltd. Has 25,000 equity shares of Rs 10 each outstanding. These are currently selling at Rs 20. It also has 1,000 debentures of Rs 100 each bearing

a coupon rate of 10%. Debentures are selling at Rs 125 in the market. A dividend of Rs 3 per share has just been paid on equity shares.

Tax rate is 35% and growth rate is expected to be 5%.

Calculate weighted average cost of capital as per both book value weight and market value weight. (10 Marks)

Q.3 a. Explain briefly factors that influence the dividend policy of a firm. What is the advantage of stable dividend policy? (5 Marks)

b. The following information is available in respect of 'X' Ltd.:

Earning per share (EPS)	Rs 10
Rate of return	20%
And Required rate of return of equity investment (Ke)	16%

Find out the market price of the share under Gordon Model if the firm follows a pay-out of:

- i. 50%
- ii. 25%

(10 Marks)

Q.4.a. Compare the net income and net operating income approach approaches to capital structure and firm valuation. (5 Marks)

b. Differentiate Financial Leverage and Operating leverage with suitable examples (10 Marks)

Q.5. Write short notes on following: (5 Marks each)

- a. Motives of holding cash by a company
- b. Wealth maximisation
- c. Economic Order Quantity

V-SEMESTER-BBA

SUPPLEMENTARY-EXAMINATION, Feb-2020

PAPER CODE-BBA 303

TITLE OF PAPER-ENTREPRENEURSHIP DEVELOPMENT

Time: 3:00 Hours

Max. Marks : 75

**Note :** Answer all question by Selecting any two parts from each questions.  
All questions carry equal marks.  
Assume suitable missing data, if any.

- Q.1 [a] Explain the common characteristics of entrepreneurs.  
[b] Distinguish between entrepreneur and manager.  
[c] Describe the term of venture capital.
- Q.2 [a] What is a trademark? What benefits does a trademark provide to an entrepreneur?  
[b] What do you mean by Entrepreneurship Development Institute of India (EDII). Explain its relevance in entrepreneurship development.  
[c] What do you mean by National Institute of Micro, Small, and Medium Enterprises (NIMSME). Explain its relevance in entrepreneurship development.
- Q.3 [a] Critically Evaluate the Schumpeter theory of entrepreneurship.  
[b] What do you understand by MSMEs. Explain its role in the development of Indian economy.  
[c] What do you understand by business incubators? Describe their role in entrepreneurship development.

- Q.4 [a] Write the components of a business plan. Describe how a business plan serves as a blueprint for building a company.
- [b] What are the different ownership forms available to an entrepreneur? Discuss any one form in detail.
- [c] Describe the relations between entrepreneurship and economic development in India with examples.

- Q.5 [a] What do you understand by social responsibilities of an entrepreneur? Describe the entrepreneur's social responsibility towards different sections of the society.
- [b] What is the meaning and objectives of the Entrepreneurship Development programmes (EDPs). Clarify its relevance with suitable examples.
- [c] "Developing Entrepreneurs, through Behavioural Science Interventions". Analyse this statement with the help of McClelland's Experiments.

Total No. of Pages : 4

END SEMESTER EXAMINATION-  
SUPPLEMENTARY EXAMINATION : February-2020

PAPER CODE: BBAF305  
Time: 3:00 Hours

TITLE OF PAPER- INTERNATIONAL FINANCIAL  
Max. Marks: 75

Attempt any ONE between Q6 & Q7 of PART A.

PART A

Q.1)

On checking the Reuters screen, you see the following exchange rate and interest rate quotes:

Currency	90-day interest rates	Spot rates	90-day forward rates
Pound	7 7/16 - 5/16%	¥159.9696 - 9912/£	¥145.5731 - 8692/£
Yen	2 3/8 - 1/4%		

- a.) Can you find an arbitrage opportunity? [5]
- b.) What is the profit per 1,00,000 pounds arbitrated? [2]
- Q2.) Suppose sterling is quoted at \$1.9519-36, and the Swiss franc is quoted at \$0.9250-67. What is the direct quote for the pound in Zurich? [4]
- Q3.) Suppose that the Brazilian real is quoted at R 0.9955-1.0076/U.S.\$ and the Thai baht is quoted at B 25.2513-3986/US\$. What is the direct quote for the real in Bangkok? [4]
- Q4) Pacific Leather Goods Ltd. an Indian manufacturer exports leather goods to USA. The company is exporting 5000 units at a price of \$60. The company has imported some specialty chemicals from Europe to produce the export items. The cost of chemical per unit of leather good stands at Euro 10. The fixed overhead costs per unit comes at Rs.250 and other variable overheads, including the freight cost, add up to Rs.1250 per unit. The payments for both exports and imports are due in six months.

The current exchange rates are as follows:

Rs./\$ 46.90

Rs./Euro 40.40

After six months (at the time of settlement of payments) the exchange rate turns out as follows:

Rs./\$ 47.90 Rs./Euro 41.25

You are required to:

- a. Calculate the loss/gain due to transaction exposure. [5]
- b. Based on the following additional information calculate the losses/gains due to transaction and operating exposure if the contracted export price per unit is Rs.2,700:
  - The current exchange rate changes to
    - Rs./\$ : 47.50
    - Rs./Euro : 40.80
  - Price elasticity of demand for the company's product in the USA is estimated to be 1.60.
  - The Payments are to be settled at the end of sixth month. [5]

Q.5) Handex is an Indian firm exporting handicrafts to North America. All the exports are invoiced in US\$. Handex is considering the use of money market or forward market to cover a receivable of \$50,000, expected to be realized 3 months hence. Handex has the following information from its banker:

Exchange rates :	Interest rates
Spot :Rs./\$ : 43.65/44.00	3-m Rs. : 9%
3-m forward : Rs./\$ : 43.95/44.40	3-m \$ : 6%

- a. Which option is better for Handex? [5]
- b. Assume that Handex anticipates the spot exchange rate 3-m hence to be equal to the current 3-m forward rate. After three months the spot exchange rate turned out to be Rs./\$: 44.00/44.42. What is the foreign exchange exposure and risk of Handex?[5].

Q.6) An Indian Company has a payable of US \$100,000 due in 3 months. The company is considering to cover the payable through the following alternatives:

- i. forward contract, and
- ii. money market, and
- iii. option.

The following information is available with the company:

Exchange rate: Spot Rs./\$ 45.50/45.55  
3-m forward 40/45  
3-m interest rates (%):  
US 4.5/5.0  
India 10.0/11.0

Call option on \$ with a strike price of Rs.46.00 is available at a premium of Rs.0.10/\$. Put option on \$ with a strike price of Rs.46.00 is available with a premium of Rs.0.05/\$.

Treasury department of the company forecasted the future spot rate after 3 months to be:

Spot rate after 3-m	Probability
Rs.45.60/\$	0.10
Rs.46.00/\$	0.60
Rs.46.40/\$	0.30

You are required to

- Suggest the best alternative of hedging
- Explain why it is/it is not better to have the exposure unhedged. [5+5=10]

Q.7) Amico, an American company imported machinery worth Euro 1 million on April 05, 2000, from a firm based in Switzerland. The payable is due in June. Amico is considering whether this exposure should be left open or hedged through forward or option market.

The market rates obtained by Amico are:

\$/Euro spot	0.9580/0.9590
2-months forward	20/30

July call options with a strike price of \$0.9610/Euro are available at a premium of 0.005 \$ per Euro. You are required to:

- Define the cash outflows for Amico if the exposure is left open, hedged through forward market and hedged through option market. [4]
- Find at what expected spot rate will Amico be indifferent between
  - Open position and forward hedge
  - Open position and hedge through call option
  - Forward hedge and hedge through call option. [2+2+2=6]

### Part B: Case Study

America's current account deficit, though, is more persistent: indeed, it seems to be widening again. If this trend continues, American firms and politicians are likely to blame it on the dollar's rise against the Yen over the past year, and to review their demands for a cheaper dollar. Yet the experience of the past decade or so suggests that devaluation is an ineffective weapon against America's external deficit.

After narrowing a bit last year, the country's current account deficit, which stood at \$30 billion in the fourth quarter of 1995, hit \$39 billion in the second quarter of this year. In July, America had its biggest monthly trade deficit since

1987. On current trends the current account deficit for 1996 as a whole is likely to hit \$150 billion roughly the same as in the past two years, and not much below its peak of \$166 billion in 1987. (Relative to GDP, the deficit has shrunk a bit.)

The dollar's slide over the past decade or so has failed to dent the deficit. And what a slide: from ¥270 in 1982 to ¥80 in April, 1995. Since then, however, the dollar has rebounded to around ¥110. American manufacturers moan that this is 38% above its low point, but by most measures the dollar is still cheap against the Yen. Moreover, in trade-weighted terms the currency has risen by only 9% leaving it 40% below its peak in 1985.

Until last year American governments had often tried to talk the Yen up and to jawbone the Bank of Japan into supporting its currency with high interest rates in the hope that this would trim both Japan's surplus and America's deficit. The policy has been a failure: a study by Ronald Mckinnon, Renichi Ohno and Kazuko Shirono explains why.

Traditional exchange rate theory says that in the long run, currencies will move towards their Purchasing Power Parity (PPP) – the rate that leaves an identical basket of goods and services costing the same in two countries. The original version of this theory says that exchange rates adjust in line with inflation differences. Thus, if Japan had a lower inflation rate than America, this would lead to a rise in the Yen. Japan's experience, however, suggests that causation also runs the other way from exchange rate movements to relative price levels.

Q.1) The article mentions that devaluation can be an ineffective weapon while attempting to reduce the current account deficit. However, common sense tells us that devaluation of a currency should make the country's exports cheaper, imports more expensive and thus narrow the external deficit. Explain how the two positions can be reconciled. [10]

Q.2) PPP states that relative inflation rates should determine the exchange rate between two currencies. On the other hand, the findings of the study reported in the article indicate that exchange rate movements can determine the relative inflation rates. Which view do you support and why? [10]

### Part C

Q.1) What is RCEP ? What will happen if India joins RCEP at current terms and conditions ? [5]

Q.2) Describe the rationale for existence of Eurobond Market ? [5]



Course: BBA

Subject/ Title: Consumer Behavior

Maximum Marks: 75

Semester: Fifth (5<sup>th</sup>) Sem

Subject code: BBAM305

Maximum Time: 3 hours

- 
1. What are Consumer Needs, Wants and Desires? Explain each with 2 suitable marketing examples (3 + 6) Marks
    - a. What are different type of consumer needs, give suitable marketing examples (6 Marks)
  2. What is personality? What are different characteristics of personality (5 Marks)
    - a. Explain with suitable examples the various components of Freudian Model of Personality. (5 Marks)
    - b. Give TWO marketing examples where brand personality is used (5 Marks)
  3. What is consumer attitude? What are different characteristic of attitude? For formation of attitude towards a product, what type tools marketers use? Write the equation for Fishbein's Multi Attribute Model and explain each component. (2+3+5+5) Marks
  4. According to consumer behavior literature, what is a culture? What is a sub-culture? What is LIFESTYLE and how it is different from CULTURE? Discuss 3 examples of sub-cultures and how marketers use these for promoting brands (2+2+2+9) Marks.
  5. Who are Opinion Leaders? What are the different attributes of Opinion Leaders? How can marketers use opinion leaders strategically benefit the brand? (2+3+3) Marks
  6. Draw Roger's Innovation Adoption Curve and explain different stages of it (7 Marks)

Total No. of Pages: 3

FIFTH SEMESTER

Roll No.....

BBA

END SEMESTER EXAMINATION

(Supplementary) February - 2020

BBAM306 - ADVERTISING & BRAND MANAGEMENT

Time: 3:00 Hours

Max. Marks: 75

**Note :** Answer questions 1 to 5 with reference to the case study.  
Internal choice is given in question 6.  
Assume suitable missing data, if any.

Dabur India Ltd. is one of India's leading FMCG Companies with Revenues of over Rs 8,500 Crore & Market Capitalisation of over Rs 72,500 Crore. Building on a legacy of quality and experience of over 135 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.



Its vision is to be an organization "Dedicated to the health & well-being of every household"

In the oral care category, Dabur has the following brands:

**Dabur Red Toothpaste:**

*One of the Best Ayurvedic Toothpaste for Bad Breath & Pyria*  
Dabur Red Paste is a unique blend of traditional Indian medicine and modern pharmaceutical technology bringing out the best of both. This side effects free, effective formulation is useful for maintaining oral hygiene and keeping the gums and teeth healthy. Dabur Red Paste is packed with the power of 13 active Ayurvedic ingredients like Laung Pudina & Tomar among others that keep all your dental problems away. Dabur Red Paste has been clinically tested for reduction in plaque, gingivitis & bad breath



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Good health includes strong and healthy teeth. Dabur Red Toothpaste gives you strong teeth and healthy gums.

#### Dabur Meswak - One of the Best Herbal Toothpaste for Sensitive Teeth

Dabur Meswak is scientifically formulated herbal toothpaste with pure extract of the Miswak plant 'Salvadoré Persica', the famous 'Toothbrush Tree' used for centuries. The astringent and anti-bacterial properties of Meswak helps reduce tooth decay, fight plaque and prevent gum diseases. Miswak Herb is a rare, potent, priceless, wonder herb that delivers incredible Dental Care benefits. Dabur brings this wonder herb in the form of Incredible 'Meswak' toothpaste. Meswak toothpaste is scientifically proven to reduce tarter & plaque, fight germs & bacteria, prevent tooth decay & bad breath ensuring healthy gums & strong teeth. The product has a unique flavour that connotes freshness and can be used for complete oral care.



#### Dabur Babool - Toothpaste for Teeth Whitening

Babool Toothpaste is natural toothpaste packed with the benefits of Babool extract 'Acacia Arabica'. The Babul herbal extract in Dabur's Babool Toothpaste helps keep your gums healthy and teeth strong. The tooth paste has the natural power of T3 (its unique 1-2-3 action gives the teeth effective protection and tightens the gums) T1 (its antibacterial power fights against germs) & T2 (it forms a protective layer over gums and protects it against germs).



Dabur has also launched a variant to Dabur Red in the form of Dabur Red Gel Toothpaste which emphasizes on freshness of breath as its USP.

- a. Develop a brand portfolio matrix for the Dabur Oral care category with segments identified from the case. What role does a portfolio matrix play in brand strategy? (15) [Assume missing data if required.]  
b. Would it be wise for Dabur to launch a toothbrush? What about an all-natural bamboo toothbrush or a premium electric toothbrush? How do these decisions impact the brand's credibility? (5 marks)
2. What are the various brand naming strategies a brand may choose from? What are the risks involved in each strategy? Discuss the brand architecture and brand naming strategies of Dabur oral care. (15)
3. What are the advantages and disadvantages of the various media channels? What media channels would be best suited for advertisements of Dabur toothbrushes, given that this will be a new product? (10)
4. What considerations must be kept in mind while choosing a celebrity endorser? Which celebrity could be a good fit to endorse Dabur toothbrushes and Why? (5)
5. Write short notes on the following: (Any 5) (5 marks \*5 = 25)
  - h) Creating Advertising Budgets
  - i) BCG matrix and its use for portfolio analysis
  - j) Ethical issues in advertising
  - k) Pros and cons of a Brand extension versus a New brand strategy
  - l) Brand Stretching
  - m) Brand Laziness & Brand Loyalty
  - n) Developing Advertising objectives from Brand Objectives

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Total No. of Page: 1

5th Semester BBA

SUPPLEMENTARY EXAM- FEB-2020

PAPER CODE: BBA H 305 TITLE OF PAPER- Management of IR

Time: 3:00 Hours

Max. Marks: 75

- 
1. Write a short note on the followings: (5\*5 =25 marks)
    - a) Collective bargaining
    - b) Quality circle
    - c) Strike, lockout and closure
    - d) Code of wages bill, 2019
    - e) PF, NPS and Pension
  
  2. Discuss various modes of workers participation in management. Critical analyze these methods of participation. (10 marks)
  3. Critically analyze health, safety and employee welfare related provisions of The Factories Act, 1948. (10 marks)
  4. "Dunlop's system model provides fundamental framework to modern Industrial relations". Elaborate the statement. (10 marks)
  5. Discuss scope, significance and utility of Industrial Employment (Standing order) Act, 1946. (10 marks)
  6. 'Industrial relations have undergone significant changes in recent times'. Discuss the statement with relevant examples. (10 marks)