074

Form No. Ex- 8

Particulars about the candidate and the subject are **checked thoroughly** and corrected where necessary.

Sl. No.....

CENTRE CODE :.....

Invigilator

Signature of Officer-in-Charge

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

BBA 6th Sem. Examination, 2014

Human Resource Development / Consumer Behaviour / Financial Management

Time : 3 Hrs. Full Marks : 80

Enrolment Number | | | | | | | | | | |

Specialization : | | | | | | | | | | |

INSTRUCTIONS TO CANDIDATES

1. This booklet contains....24..... Pages numbering...23.....
2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
4. For Making calculations, only the last page provided for rough work shall be used.
5. No pages of the script be torn out .
6. Calculators will not be allowed for making calculations in the examination hall. ***MOBILE PHONES are strictly prohibited in the examination Centre.***
7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Que. No.	Marks
Total	

Examiner's Signature : _____

Examiner's Full Name : _____

Scrutiniser's Signature : _____

Scrutiniser's Full Name : _____

Head Examiner's Signature : _____

232/235/238

(Human Resource Development)

1. Answer any eight from the following questions very briefly 1×8 = 8
   (a) What is Human Resource Development?
   (b) What do you mean by mentoring?
   (c) What is E-recruitment?
   (d) Mention any two tyeps of teams.
   (e) What is Vacation and holidays?
   (f) What is Employees Provident Fund?
   (g) What is Job rotation?
   (h) What is Virtual teams?
   (i) Define quality of work life.
   (j) What is sick leave?

(Consumer Behaviour)

1. Answer any eight from the following questions 1×8 = 8
   (a) Define consumer behaviour.
   (b) What is market segmentation?
   (c) What is personality?.
   (d) What is consumer perception?
   (e) Define consumer learning.
   (f) Define Attitude.
   (g) What is Reference Group?
   (h) What is opinion leardership?
   (i) What is primary group?
   (j) Who are 'hard core loyal customer'?

(Financial Management)

1. Answer any eight from the following questions 1×8 = 8
   (a) What is 'Risk free Rate'?
   (b) What is 'Equity'?
   (c) Define 'Capital Structure'.
   (d) Name two methods of estimating financial requirements.
   (e) What do you mean by 'Financial Planning'?
   (f) What is 'Net Working Capital'?
   (g) What is meant by 'Hedging Approach'?
   (h) What is 'Capital Rationing'?
   (i) What is bonus share?
   (j) What is operating cycle?

(Human Resource Development)

2. Answer any eight from the following questions. (each within 50 words) 2×8 = 16

(a) Define a group.
(b) What do you mean by Career Development?
(c) State two differences between HRD and HRM.
(d) Discuss case study method of learning.
(e) Mention the five stages in group development.
(f) State two benefits of Performance Appraisal.
(g) What is meant by Human Resource Accounting.
(h) State two objectives of forming a Quality Circle.
(i) What is free essay appraisal method?
(j) What is social security?

(Consumer Behaviour)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16

(a) How consumer behaviour helps the marketer?
(b) What is product personality and Brand personality?
(c) What are the two thresholds of perception?
(d) Explain Recognition and Recall.
(e) Explain Attidute Formation in consumer behaviour.
(f) What are different consumers - Relevant Groups?
(g) Explain opinion leadership and promotional strategy.
(h) What is diffusion and adoption process of innovations?
(i) What is sibliminal perception?
(j) What is post purchase dissonance?

(Financial Management)

2. Answer any eight from the following questions (each within 50 words) 2×8 = 16

(a) Write any two functions of financial manager.
(b) Write down the relationship between financial management and marketing.
(c) Discuss any two characteristics of a good financial plan.
(d) Write down any two features of optimal capital structure.
(e) Write two disadvantages of excess working capital.
(f) What is 'Par Value' and 'Market Price'?
(g) Discuss two importance of capital budgeting.
(h) Define 'Net Present Value Method'.
(i) What is venture capital?
(j) What is capital rationing?

(Human Resource Development)

3. Answer any five from the following questions. (each within 100 words) 4×5 = 20
   (a) Compare and contrast between Recruitment and Selection.
   (b) Descuss any two methods of Performance Appraisal.
   (c) Write a note on the Lecture Method of Training.
   (d) Discuss the concepts of VRS and Golden Handshake.
   (e) What do you mean by Labour Welfare? Name three measures for Labour Welfare.
   (f) Explain the objectives of HRD.
   (g) Write down any four features of empowered or self directed teams.

(Consumer Behaviour)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) Explain demographic segmentation.
   (b) Explain neo-freudian theory of personality.
   (c) Explain product and service positioning.
   (d) Explain the cognitive learning theory.
   (e) Explain the impact of culture on consumer behaviour.
   (f) Discuss the importance of consumer research.
   (g) Discuss the influence of work group on consumer behaviour.

(Financial Management)

3. Answer any five from the following questions (each within 100 words) 4×5 = 20
   (a) Write down the different factors considered for estimating financial requirements of a company.
   (b) Define cost of capital and state its two significances.
   (c) What do you mean by Implicit Cost and Specific Cost?
   (d) Define financial leverage also state what do you understand by degree of financial Leverage.
   (e) Write down the various factors that determine the requirements of working capital.
   (f) Define 'Payback Period' and write its two advantages.
   (g) What do you understand by 'Expansion and Devirsefication'?

(Human Resource Development)

4. Answer any two from the following questions. (each within 250 words) 8×2 = 16
   (a) What is job evaluation? Explain the process involved in job evaluation.
   (b) What are the objectives of Menagement Development? Explain the methods involved in Management Development.
   (c) Explain the various social security measures available to workers.

(Consumer Behaviour)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) Explain the process of segmentation, targeting and positioning.
   (b) Explain the three elements of perception.
   (c) Discuss the communication process. Also discuss different barriers to communication.

(Financial Management)

4. Answer any two from the following questions (each within 250 words) 8×2 = 16
   (a) A company issues 10 percent debentures for Rs. 2,00,000. Rate of tax is 50%. Now, calculate the cost of debt (post -tax) if the debentures are issued at (i) par (ii) 10% discount and (iii) 10% premium.
   (b) Vishnu Bro. Ltd. is planning to issue irredeemable preference share at 15 percent. The face value of each preference share will be Rs. 100. The floatation costs are estimated at 4 percent. Compute cost of preference shares if these are issued at (i) face value (ii) 10% premium and (iii) 5% discount.
   (c) Outline the concept of 'Operating leverage' and write the formula for the 'Degree of Combined Levereage'.

(Human Resource Development)

5. Answer any two from the following questions. (each within 400 words) $10 \times 2 = 20$
   (a) What do you understand by career planning process? Explain the different stages in Career Development.
   (b) Define Quality of Work of life. Discuss the techniques used for improving quality of work life.
   (c) Discuss the various challenges that HRM may likely to face in the emerging world environment.

(Consumer Behaviour)

5. Answer any two from the following questions (each within 400 words) $10 \times 2 = 20$
   (a) Describe the marketing communication model.
   (b) Describe the consumer decision making process.
   (c) Classify the different adopter categories of consumer and also discuss the adoption process.

(Financial Management)

5. Answer any two from the following questions(each within 400 words) $10 \times 2 = 20$
   (a) Discuss the major determinants of capital structure and also write a note on EBIT-EPS analysis.
   (b) What do you understand by 'Preference Shares'. Discuss its varous types and also state its various features.
   (c) What do you mean by 'Debenture'. Discuss about various types of denentures. Also write a note on its advantages and disadvantages.