[16–HRGPKAC–D6S]

Form No. Ex–8

Sl. No. .....

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

EXAM CENTRE CODE : .....

Invigilator

Signature of Officer-in-Charge

BBA 6th Semester Examination, 2016

[BBA(S6)23]

Human Resource Development (HRM) / Consumer Behaviour (Marketing) / Financial Management (Finance)

Time : 3 Hours

Full Marks : 80

Enrolment Number : | | | | | | | | | | |

Specialization :

INSTRUCTIONS TO CANDIDATES

1. This booklet contains 24 pages numbering 23. Please verify number of pages in the booklet before answering.
2. No pages of the script be torn out.
3. 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, mobile phones, etc., is liable to be expelled.
4. Enrolment Number and Medium of Answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinee's identity shall not be written anywhere in the script.
5. For making calculations, etc., only the last page may be used.
6. Calculators will not be allowed for making calculations in the examination hall.
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.

232–235–238 (HR/CB/FM)

Mandatory

Examiner's Signature : _____

Examiner's Full Name : _____

Scrutiniser's Signature : _____

Scrutiniser's Full Name : _____

Question Nos.	Marks
1.	
2.	
3.(a)	
3.(b)	
3.(c)	
3.(d)	
3.(e)	
3.(f)	
4.(a)	
4.(b)	
4.(c)	
5.(a)	
5.(b)	
5.(c)	
Total	

Head Examiner's Signature : _____

HRM

1. Answer the following questions : 1×8=8

(a) What is HRM?
(b) What is HRD?
(c) What is manpower planning?
(d) What is management development?
(e) What is group behaviour?
(f) Define career.
(g) Define quality circles.
(h) What is a 'stable period' in career development?

MARKETING

1. Answer the following questions : 1×8=8

(a) What is consumer market?
(b) What is demand?
(c) What is functional risk?
(d) State one element of consumer learning.
(e) Can attitudes be learned?
(f) Give an example of symbolic group.
(g) "Members of a social class do not have any specific life style pattern." Is the statement true?
(h) Who are the innovators in the adopter categories of consumers?

FINANCE

1. Answer the following questions : 1×8=8

(a) What is dividend?
(b) What is flotation cost?
(c) What is dividend payout ratio?
(d) What is meant by marginal cost?
(e) What is leverage?
(f) What is fixed working capital?
(g) What is debenture?
(h) What is meant by capital budgeting?

HRM

2. Answer the following questions (each within *50* words) : 2×8=16

(a) Write any two benefits of HRD.

(b) What is job rotation?

(c) Write any two characteristics of HRD.

(d) What is an informal group?

(e) What is self-assessment?

(f) What is empowerment?

(g) What is career planning?

(h) What is VRS?

MARKETING

2. Answer the following questions (each within *50* words) : 2×8=16

(a) What is market segmentation?

(b) What is personality?

(c) What is perceived quality?

(d) What is classical conditioning?

(e) Distinguish between formal group and informal group.

(f) Is 'country of origin' an important factor to influence the choice of a particular product or brand?

(g) What is diffusion process?

(h) Who are laggards and what are their risk orientation?

FINANCE

2. Answer the following questions (each within *50* words) : 2×8=16

(a) Mention two features of equity shares.

(b) What is capital rationing?

(c) What is financial leverage?

(d) Why is profit maximization important for a firm?

(e) What is meant by degree of operating leverage?

(f) Why is financial management important for a firm?

(g) Mention two objectives of financial planning.

(h) What is operating leverage?

HRM

3. Answer any *five* of the following questions (each in around *100* words) : 4×5=20

(a) Write the different methods of HRD.

(b) Discuss the objectives of management development programmes.

(c) What is 'problem solving team' and 'self managed team'? 2+2

(d) Discuss the various stages in career development cycle.

(e) What is workers' participation in management?

(f) Write the objectives of social security.

MARKETING

3. Answer any *five* of the following questions (each in around *100* words) : 4×5=20

(a) What is the application of consumer behaviour in strategic marketing?

(b) "Consumer motivation is a driving force to take buying decisions." Discuss.

(c) What are the sources of influence on attitude formation?

(d) What is the impact of family as a specific reference group on individual buying decision?

(e) State the importance of word-of-mouth communication.

(f) How can marketers use opinion leadership in their promotional strategies?

FINANCE

3. Answer any *five* of the following questions (each in around *100* words) : 4×5=20

(a) How is financial leverage measured?

(b) Write four features of venture capital finance.

(c) Write a note on weighted average cost of capital.

(d) Write a note on degree of financial leverage.

(e) How is the capital structure of a company determined?

(f) What are the four decisions of finance function?

HRM

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   (a) What is a 'team'? Discuss the various types of teams. 2+6

   (b) Write short notes on the following : 4×2

   (i) Behaviorally Anchored Rating Scales (BARS)

   (ii) Management by objectives (MBO)

   (c) Discuss the techniques used to improve quality of work life.

MARKETING

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   (a) What is the difference between secondary and primary data? What are the major sources of secondary data?

   (b) What major factors influence learning? Discuss.

   (c) Why is the study of cultural pattern important for the international marketers?

FINANCE

4. Answer any *two* of the following questions (each in around *300* words) : 8×2=16

   (a) What is optimum capital structure? Discuss the determinants of capital structure. 2+6

   (b) What are the discounted cash flow methods of capital budgeting? Discuss.

   (c) What are the different types of preference shares? Discuss the features of preference shares. 4+4

HRM

5. Answer any *two* of the following questions (each in around *400* words) : 10×2=20

(a) What is 'sick leave'? Discuss the procedures for granting sick leave. 2+8

(b) What is performance appraisal? Discuss the various steps in the process of performance appraisal. 2+8

(c) Explain and discuss the off-the-job and on-the-job methods of management development.

MARKETING

5. Answer any *two* of the following questions (each in around *400* words) : 10×2=20

(a) What is perception? Discuss how it influences consumer behaviour.

(b) Discuss the communication process.

(c) What is reference group? Discuss the role of reference groups on the consumption habits of members.

FINANCE

5. Answer any *two* of the following questions (each in around *400* words) : 10×2=20

(a) Discuss the principles of a sound working capital policy.

(b) What are the methods of forecasting financial requirements of a company? Discuss the factors to be considered while estimating financial requirements. 2+8

(c) How is cost of debt capital calculated? Discuss.