

3rd Year (Sem-V) BBA University Examination, 2023
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
PAPER CODE: MAN 501 CBCS Syllabus

Time: 3 hours**Full Marks: 100***Attempt any five questions, each question carries equal marks.*

1.
 - a) Laxmi Furniture Mart is in the business of manufacturing tables and chairs. In a day, LFM has 40 hours for assembly and 32 hours of finishing work. Manufacturing of a table requires 4 hours in assembly and 2 hours in finishing. A chair requires 2 hours in assembly and 4 hours in finishing. Profitability analysis indicates that every table would contribute Rs 80/- while a chair's contribution is Rs. 55/-. What should be daily production to maximize the contribution (Use graphical method)?
 - b) A retired person wants to invest upto an amount of Rs. 30000/- in fixed income securities. His broker recommends investing in two bonds: Bond A yielding 7% and Bond B yielding 10%. After some consideration, he decides to invest at most Rs. 12000/- in Bond B and at least Rs. 6000/- in Bond A. He also wants the amount invested in Bond A to be at least equal to the amount invested in Bond B. What should the broker recommend if the investor wants to maximize his ROI?(Only Formulation as LPP needed)
 - c) Explain the concept of unboundedness in linear programming problems.

(10+5+5=20)

2.
 - a) Write the dual of the following LPP:

$$\text{Maximize } Z = 8x_1 + 10x_2 + 5x_3$$

Subject to:

$$x_1 - x_3 \leq 4$$

$$2x_1 + 4x_2 \leq 12$$

$$x_1 + x_2 + x_3 \geq 2$$

$$3x_1 + 2x_2 - x_3 = 8$$

$$x_1, x_2, x_3 \geq 0$$

- b) Minimize $Z = 40x_1 + 24x_2$

Subject to

$$20x_1 + 50x_2 \geq 4800$$

$$80x_1 + 50x_2 \geq 7200$$

$$x_1, x_2 \geq 0$$

Find Z_{\min} using

- i. 2 Phase method.
- ii. Big M method.

[5+(8+7)=20]

3.
 - a) What is meant by the term critical activities, and why is it necessary to know about them?
 - b) A Research and Development department is developing a new power supply for a console TV set. It has broken the job down into the following for:

Job	Description	Immediate Predecessors	Expected Time(days)
A	Determine O/P voltages	-	5
B	Determine whether to use solid state rectifiers	A	7
C	Choose rectifier	B	2
D	Choose filters	B	3
E	Choose transformer	C	1
F	Choose chassis	D	2
G	Choose rectifier mounting	C	1
H	Layout chassis	E,F	3
I	Build and Test	G,H	10

Draw the network diagram of activities involved in the project and indicate the critical path.

c) Explain the following terms in PERT:

- i. Three time estimates
- ii. Expected time
- iii. Activity variance

$$[5+(5+5)+(3+1+1)=20]$$

4.

- a) Write a note on the mathematical representation of an Assignment problem.
- b) What is an unbalanced assignment problem?
- c) How do you balance an unbalanced assignment problem?
- d) ABC Company is engaged in manufacturing 5 brands of packed snacks. It has 5 manufacturing setups each capable of manufacturing any of its brands one at a time. The cost to a brand on these setups vary as per the table below. Assume the five brands are B₁, B₂, B₃, B₄, B₅ & the five setups are S₁, S₂, S₃, S₄, S₅. Find the optimum assign and the total cost.

	S ₁	S ₂	S ₃	S ₄	S ₅
B ₁	3	5	6	4	10
B ₂	6	2	5	8	4
B ₃	7	4	3	5	8
B ₄	8	11	6	10	9
B ₅	6	4	8	7	10

$$(5+2+3+10=20)$$

5.

a)

	M ₁	M ₂	M ₃	M ₄	supply
P ₁	6	4	9	1	40
P ₂	20	6	11	3	40
P ₃	7	1	0	14	50
P ₄	7	1	12	6	90
Demand	90	30	50	30	

Find an initial feasible solution to the given transportation problem and check its optimality

- b) A bakery keeps a popular brand of cakes. Previous experience shows the daily demand for the items with associated probabilities, as given:

Daily Demand (Nos)	0	10	20	30	40	50
Probability	.01	.20	.15	.50	.12	.02

Use the following sequence of random numbers to simulate the demand for next 10 days. Also find out the average demand per day.

Random Numbers : 25 39 65 76 12 05 73 89 19 49
(10+10=20)

6.

A newspaper agent is thinking of selling a special onetime edition of a sports magazine to his regular newspaper customers. Based on his knowledge of his customers, he believes that he can sell between 9 to 12 copies. The magazine can be purchased at Rs 6 each and can be sold for Rs 9 each. Magazines that are not sold can be returned to the publisher for a refund of 50%.

- Construct the decision matrix for the above inventory problem indicating possible monetary consequences.
- Determine the best decision from the standpoint of
 - Maximin criterion, (ii) Maximax criterion, (iii) Hurwicz α criteria assuming $\alpha = 0.40$

If the probability distribution of the demand is as under:-

9	10	11	12
0.10	0.25	0.35	0.30

- Calculate the expected value of perfect information.
- Determine the best decision from the stand point of expected payoff.

[4+(3x2)+6+4=20]

7.

- a) Find a solution to the given game and mention the value of the game.

$$\begin{array}{c}
 \text{B} \\
 \text{A} \begin{pmatrix} 6 & 5 & 2 \\ -1 & 1 & -2 \\ 4 & 9 & 7 \end{pmatrix}
 \end{array}$$

- b) Solve the following game by maximin principle

$$\begin{array}{c}
 \text{B} \\
 \text{A} \begin{pmatrix} 3 & 1 & 2 & 0 \\ 6 & 7 & 4 & 6 \\ 4 & 5 & 4 & 6 \\ 6 & 2 & 2 & 1 \end{pmatrix}
 \end{array}$$

c) Solve the following game by graphical Method:

		Player B		
Player A		2	4	10
		10	6	3

(6+4+10=20)

8.

Write short notes on any four from the following:

- Two person zero sum game.
- Decision Tree.
- Mathematical representation of Transportation Problems.
- Infeasibility in linear programming.
- Duality and its significance.
- Dummy Activity.
- Critical path in network diagram.

(4x5=20)

3rd Year (Sem-V) BBA University Examination, 2023
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)

SUBJECT: LEGAL ASPECTS OF BUSINESS

PAPER CODE: MAN 502 CBCS Syllabus

Time: 3 hours

Full Marks: 100

Attempt any five questions, each question carries equal marks.

1.
 - a) For a contract to be legally binding there are essential elements which constitutes a valid contract. Explain the essential elements of contract with appropriate examples.
 - b) Consideration is something of value exchanged between the parties to a contract. Discuss the exceptions to the rule “No consideration no Contract” with examples.
 - c) A contract with minor is void Ab initio. Explain agreement with minor from the legal point of view.

(10+6+4=20)
2.
 - a) An agreement is void when essential element of contract is missing. State the void agreements under the Indian Contract Act with suitable examples.
 - b) Discharge of a contract happens when parties to the contract fulfill their respective obligations. Discuss discharge of a contract by supervening impossibility.
 - c) Breach of contract takes place when a party fails to fulfill any of its contractual obligations. Elucidate the consequences of breach of contract.

(8+6+6=20)
3.
 - a) Right to Information Act 2005 is very comprehensive Act. Discuss the salient features of the Act.
 - b) Explain the obligation of Public authorities under the Right to Information Act 2005.
 - c) Consumer protection Act 1986 is a benevolent piece of legislation intended to protect the consumers from exploitation. Elucidate the objectives of the Act.

(7+7+6=20)
4.
 - a) Discuss the “Doctrine of ultra vires” in the companies Act with the help of case law “Ashbury Railway Carriage & Iron Company vs Riche”.
 - b) Discuss the procedure and requisites of valid general meeting as per the companies Act 2013.
 - c) One person company came into existence with the introduction of the companies Act 2013. Discuss advantages of establishing a One Person Company.

(6+7+7=20)
5.
 - a) ‘A bailee has a duty to return the goods bailed. Explain the statement
 - b) Give three reasons of the termination of bailment
 - c) A leaves a cow in the custody of B to be taken care of. The cow has given birth to a calf. Explain with valid reason, who is entitled to the calf?

(6+6+8=20)
6.
 - a) When a principal is bound by the unauthorized acts of his agents.?
 - b) Distinguish between..
 - i. Agents & Servant

- ii. Condition & Warranty
c) Describe the types of Mercantile agents.

[5+(4+4) +7=20]

7.

- a) What are the implied conditions in contract of sale of goods by sample?
b) What do you understand by 'caveat emptor'. Mention with its exceptions
c) 'Goods' maybe classified into three types. Explain the statement with examples

(5+7+8=20)

8.

Answer **any four** short note from the following:

- i. Free and genuine consent.
- ii. Quasi Contract.
- iii. Memorandum of Association.
- iv. Pre incorporation contract.
- v. Minor admitted as a partner under Partnership ACT.
- vi. Write a short note on promissory note.
- vii. Define contract of indemnity with example.

(5X4=20)

3rd Year (Sem-V) BBA University Examination, 2023
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: INTERNATIONAL FINANCE
PAPER CODE: MAN 503-DSE(A1):1 CBCS Syllabus

Time: 3 hours

Full Marks: 100

Attempt any five questions, each question carries equal marks.

1.

- a) Elaborate Absolute cost advantage theory of International Trade by Adam Smith.
- b) International Trade Financing helps to make import and export transactions possible. Discuss the various parties involved in Trade Finance.
- c) Explain the concept of International Trade, International Business and International Finance and state the differences amongst them.

[5+5+(3+7)=20]

2.

- a) Prepare Balance of Payment Statement of M/s DCL India Ltd. showing all the components and sub components of the statement from the following transactions.
 - i. The company purchased raw materials from Russia amounting to Rs. 1.5 Crores. Payment terms negotiated was 10% on signing of the contract, 80% on receipt and acceptance of material after 6 months of signing of the contract and balance 10% after 12 months of receipt of material.
 - ii. The company invested Rs. 3 Crores and 1.5 Crores for establishing a manufacturing unit in Bangladesh and in the state of Gujrat, India respectively.
 - iii. The company sold part of its manufactured goods to the Asian countries valuing Rs. 5 Crores. The payment terms negotiated was 90% on receipt and acceptance of material and balance 10% after 9 months of receipt of material. But on checking after receipt of material the customer reported material worth Rs. 10 Lakhs as missing.
 - iv. The sales manager of the company visited China and Russia to explore possibilities of Export to these countries. During his visit the sales manager purchased ornaments worth Rs. 5 Lakhs and paid hotel and travel bills amounting to Rs. 3 Lakhs.
 - v. The company received Dividend worth Rs. 50 Lakhs from its sister concern located in Singapore.
 - vi. The company purchased shares amounting to Rs. 40 Lakhs from the US share market and obtained loan from a Japanese bank valuing Rs. 75 Lakhs repayable in 6 months time.
- b) The evolution of international monetary system has gone through various stages. Explain the stage of Flexible exchange rate regime. Also explain how international monetary system is managed in India.

[12+(6+2)=20]

3.

- a) The world bank was created after second world war to provide long term capital for the reconstruction and development of member countries. Elaborate different types of projects financed by it.
- b) The genesis of foreign exchange market can be traced to the need of foreign currencies. Explain the circumstances where this need of foreign currency arises.
- c) In order to join European monetary union, the member countries are required to meet certain economic standards. Discuss these economic standards.

(7+6+7=20)

- 4.
- Explain Absolute and Relative form of Purchase power parity theory with examples.
 - Purchase power parity theory talks about parity in terms of cost of goods in different countries. Discuss the rationale behind this theory.
 - Explain the differences between current rate and temporal method of Translation exposure. (7+6+7=20)
- 5.
- Geetanjali Ltd. is the Indian subsidiary of US based manufacturing company. Its Balance Sheet as on 01.01.21 is given below. Exchange Rate as on 01.01.21 was Rs.70 per US\$.

Balance Sheet of M/s. Geetanjali Ltd. as on 01.01.2021

Liability	Amount (Rs.)	Asset	Amount (Rs.)
Equity Capital	1,20,00,000	Building	70,00,000
Reserve & Surplus	40,00,000	Machinery	1,05,00,000
Debenture	40,00,000	Stock	40,00,000
Short Term Debt	25,00,000	Debtors	25,00,000
Creditors	15,00,000	Cash & Bank Balance	9,00,000
Bills Payable	10,00,000	Prepaid Expenses	1,00,000
	-----		-----
	<u>2,50,00,000</u>		<u>2,50,00,000</u>

- Determine Accounting Exposure of Geetanjali Ltd. as on 01.01.21 using Monetary / Non-monetary Method.
 - Calculate Cumulative Translation Adjustment if the exchange rate as on 31.12.21 was Rs.50 per US\$.
- Distinguish between Transaction and Translation exposure with appropriate examples. [(3+12)+5=20]

- 6.
- A Hydroelectric project costing Rs. 80 million is expected to generate cash inflows of Rs. 50, 30, 20, 10 and 5 million respectively for the first 5 years of the life of the project. Risk free rate is 2%, Asset Beta is 1, market rate of return is 12% and cost of Debt is 8%. Annual interest cost of the project is 4 million and Tax rate applicable is 25%. Calculate adjusted present value of the project.

PVIF	Year 1	Year 2	Year 3	Year 4	Year 5
10%	0.909	0.826	0.751	0.683	0.621
12%	0.893	0.797	0.712	0.636	0.567
15%	0.870	0.756	0.658	0.572	0.497

- Discuss how Political risk is managed by Multinational companies. (15+5=20)

7.

- ABC India Ltd is a subsidiary of ABC US Ltd. It manufactures Machinery with 60% domestic sales and 40% export sales. Corporate Tax rate applicable is 20%. Annual depreciation charged to Plant & Machinery is Rs. 4,00,000. Outstanding Debt is Rs. 10,00,000 with annual interest rate of 10% & repayable in 3years time. ABC India Ltd projected sales (Domestic 60000 units and Export 40000 units) and unit price is Rs. 50 per unit for both Export and Domestic sales. Operating expenditure being Rs. 30,00,000 and Overhead expenditure is Rs. 5,00,000. Calculate projected Revenue and Cash flow for the year 2021 based on present exchange rate of 1 US \$=Rs.20. Also calculate Economic exposure when

US\$ is devalued 1US\$=Rs. 40

When Domestic sales volume and price increases by 20% and Export sales volume and price increases by 40%, Operating expenditure increases by 10% and over head expenditure by 5%.

Present value of Economic exposure is to be calculated using 10% discounting rate.

PVIF	Year 1	Year 2	Year 3
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10%	0.909	0.826	0.751
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- b) Cash management is very important component of working capital management. Discuss key areas of international cash management.

(16+4=20)

8.

Answer any four Short Note from the following:

- i. International Monetary Fund.
- ii. Forex Market.
- iii. Society for worldwide inter-bank financial telecommunication.
- iv. Financial Accounting Standard No. 52.
- v. Economic exposure.
- vi. Leading and Lagging.
- vii. American Depository Receipts.

(4X5=20)

3rd Year (Sem-V) BBA University Examination, 2023
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: RETAIL MANAGEMENT
PAPER CODE: MAN 503-DSE(A2):1 CBCS Syllabus

Time: 3 hours

Full Marks: 100

Attempt any five questions, each question carries equal marks.

1.

- a) The retail consumer behaviour is witness to two common practices these days- webrooming and showrooming. Webrooming is the practice of exploring something the customer wants to buy online and then later buying it at a physical store. Showrooming on the other hand is a trend in shopping behavior where customers visit the physical stores to check the products only to later buy them online. Using the two specific Ps of retailing- Personnel and Presentation, elaborate on the retail consumers' buying behaviour while drawing clues from webrooming and showrooming.
- b) 'The Rupee Store' is not attracting foot traffic as expected. The stocks are not moving. There is an advantage of being located inside a mall that also has a multiplex. Explain giving two techniques, how the retailer of 'The Rupee Store' can target people with a shopping frame of mind.

(10+10=20)

2.

The racetrack layout is considered to be a forced path layout, neither the most logical or pleasant shopping experience for the customer, who mostly likes to wander around at leisure, looking at only the merchandise she/he desires to see. Imagine, for instance, if the grocery store was set up in a forced path layout, one had to go through the baby food section also despite having grown up kids. One would have to pass through the junk food section even if one was on a diet. No one wants to waste time on a forced path layout. But IKEA differs. At IKEA the shoppers happily move to their left and to the right, upstairs and downstairs too.

- a) Based on the above, list down benefits of a racetrack layout for the retailer.
- b) Name a retailer who benefits from a grid layout. Also elaborate on the benefits.

(10+10=20)

3.

It is time for quarterly closure at your retail store. As you take account of the quarterly earnings and revenue, you also intend to pay close attention to another number, and that is the inventory levels. Your team has been trying to sell through a glut of excessive merchandise that have piled up in your warehouse and the store's backroom. The holiday season is gearing and you are expecting higher footfall alongwith tough competition from the other players in the market. Your best sales-person remarked, "there is so much pressure because of the inventory; it's a curse on retailers".

- a) Why do you think the sales-person remarked so negatively?
- b) Can there be reduced inventory? If yes, enumerate the situations.

(10+10=20)

4.

- a) "Cindy's Store" is an anchor store that is massive in size with huge budget and reputation inside the nearby shopping mall. It is an attraction for shoppers to the mall. The brand awareness that the store brings is vital to the mall's survival. The attraction of the popular store to customers, is also helpful to the nearby retailers. Can you think of any disadvantage that Cindy's Store can pose to the mall and the nearby retailers?

- b) Bengali themed restaurants (BTRs) rank second in national gastronomy sector in India. Bengali cuisine remained confined to domestic kitchens till a few years ago. However, in recent years, a sizable number of such eateries have popped up throughout the country. Fish has been a significant element of the daily diet of the average Bengali household along with specific vegetarian dishes that use mustard seeds and poppy seeds as signature ingredients. In light of BTRs as a retailer enumerate the advantages of a regional retailer.

(10+10=20)

5.

- a) The average Indian household was always used to visiting the local bazaar for daily groceries. A segment of these daily shoppers shifted to online grocery apps. One such platform has been Grofers. Grofers offered to deliver groceries in few hours while Blinkit would deliver within ten minutes. Blinkit came into existence after realizing there are players like Zepto in other geographies who are quick to deliver within ten minutes of a customer placing the order. Throw light on the changing retail scenario in India along with specific reasons for the change(s).
- b) This group of college going students love to save their pocket money to buy garments for themselves. Each one in the group has a fetish for the ongoing trend. They have the choice of shopping at the exclusive brand outlet (EBO) next to their college or the multi-brand outlet (MBO) which is at a walking distance. Had you been a part of this group, which one would you go to for shopping and why?

(10+10=20)

6.

- a) As a retailer, Jim realized he cannot diversify for growth. He cannot even move to newer geographies or develop a new retail format for the kind of store he has. Jim runs his store inside a complex meant for residents. His store offers almost all product categories required by the households in that complex. Suggest growth strategies for Jim's store.
- b) Ron suggests Jim starts some kind of a well-thought sales promotion at the store. Why or why not should sales promotion be a continuous exercise? Give your views.

(10+10=20)

7.

- a) Tanishq is a retail brand from the Tata Group. It was started in 1995. The Tata Group is one of the most diversified business conglomerates. Tanishq challenged the age-old, established family jeweller and introduced new rules in the jewellery market. Single store norm was what characterized the jewellery segment then. Tanishq came into existence as a chain retailer. Based on Tanishq, how would you rate the advantage of being a chain retailer over a stand-alone store?
- b) That well-known garment designer catering to the wedding market keenly designed his store to have enough space in the centre of the store, asymmetric arrangement of fixtures and enough space for free movement of people despite a system of visit only through appointment and only one client at a time. Throw light on what such a layout is called and also elucidate its benefits to the retailer.

(10+10=20)

8.

Write short notes on any four.

- i. Pitfalls in positioning retail store
- ii. Private labels
- iii. Utility of the planogram in a retail store
- iv. Significance of national brands at a retailer
- v. Challenges of a parasite store
- vi. Trading area
- vii. Walls of a retail store as a feature area

(4X5=20)

3rd Year (Sem-V) BBA University Examination, 2023
 (1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)
SUBJECT: INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT
PAPER CODE: MAN 504-DSE(A1):2 CBCS Syllabus

Time: 3 hours**Full Marks: 100****Attempt any five questions, each question carries equal marks.**

1.

- a) Assume that the market risk premium is 9% and risk free rate of return is 7%. Calculate the expected return for securities X, Y and Z from the following information and plot all 3 of them diagrammatically on the security market line

Security	Beta
X	1.2
Y	0.8
Z	1.8

- b) The return from the market is 15% and risk free rate is 6%. From the following information determine which securities are to be held, bought or sold.

Security	Current price per share (Rs.)	Expected year end price per share (Rs.)	Expected Dividend per share (Rs.)	Beta
Alpha	20	21	1.0	0.7
Beta	32	36	4.5	1.3
Gamma	200	226	4.0	1.0

(10+10=20)

2.

- a) The Fund manager is evaluating the performance of 2 mutual funds handled by him. The information about the funds is given below

Fund	Rate of Return	Standard Deviation	Beta
A	15 %	14.5	1.5
B	22 %	21.4	3

- i) Calculate Sharpe's Ratio for the 2 funds
 ii) Calculate Treynor's Ratio for the 2 funds
 iii) Interpret the results and comment on the performance of the 2 funds
- b) Explain the classifications of Mutual Funds on the basis of Structure, Investment Objective and Investment Style

[(3+3+4)+10=20]

3.

- a) X share has an expected return of 21% and a standard deviation of 40%. Y share has an expected return of 25% and a standard deviation of 36%. X has a beta value of 0.90 and Y has a beta value of 1.25. The correlation between X and Y is 0.70. The standard deviation of market return is 20%.
- (i) If you invest 30% in X and 70% in Y what is the portfolio's expected rate of return as well as standard deviation?

- (ii) What is the risk-free rate as well as the market portfolio's expected rate of return as per CAPM?
- (iii) What is the Beta of the portfolio if X's weight is 70% and Y's weight is 30%?

- b) Explain any two relative valuation ratios with examples and also state how these ratios can be used to determine if the stock is overvalued or undervalued?

[(4+4+2)+10=20]

4.

- a) The probability distribution along with the rate of return of Alpha and Gamma Stock is given below:

Probability	Rate of Return of Alpha Stock (%)	Rate of Return of Gamma Stock (%)
0.30	20	-2
0.40	15	10
0.20	-5	20
0.10	10	5

From the above

- (i) Calculate and comment on the riskiness of Alpha and Gamma Stock.
- (ii) Calculate the portfolio risk if Alpha and Gamma stocks are in the ratio of 60:40 in the portfolio?
- b) Calculate (i) the Covariance and ii) the Correlation of the two securities from the historical rate of returns over the past 10 years:

Year	1	2	3	4	5	6	7	8	9	10
Security 1 (Return %)	15	10	12	8	18	16	20	24	16	14
Security 2 (Return %)	24	20	18	14	22	26	12	28	16	15

[(5+5)+(5+5)=20]

5.

- a) X Ltd needs Rs 10 lakh for expansion. The expansion is expected to yield an annual EBIT of Rs 160000. In choosing a financial plan, X ltd has an objective of maximizing earnings per share. It is considering the possibility of issuing equity shares and the balance in the form of debt which can be of the amount Rs 100000, or Rs 400000 or Rs 600000. The current market price per share is Rs 25 and is expected to drop to Rs 20 if the fund is borrowed in excess of Rs 500000. Funds can be borrowed at the following rates- Upto Rs 100000 the rate is 8%; Over Rs 100000 and upto Rs 500000 it is 12%; and Over Rs 500000 it is 18%.

Assume a tax rate of 50%. Determine the EPS for the three financing alternatives.

- b) Explain any three differences between Fundamental analysis and Technical analysis with examples?

(10+10=20)

6.

a) Details of Two Bonds A and B are given below:

Bond A:

Coupon Rate = 7%; Par Value = Rs 1000; YTM (Yield to Maturity) = 6%; Maturity Period = 4 years

Bond B:

Coupon Rate = 8%; Par Value = Rs 1000; YTM = 6%; Maturity Period = 4 years

Calculate

- i. the Duration of the Bonds and also explain the meaning of the value so calculated
 - ii. Modified Duration of the Bonds.
- b) Explain any three types of risk involved in Bonds with help of examples? [(5+5)+10=20]

7.

- a) The risk-free rate of return is 5%. The expected rate of return on the market portfolio is 12%. The expected rate of growth for the dividend of firm Y is 6%. The dividend paid on the equity stock of the firm was Rs 3. The beta of firm Y's equity stock is 2.
- i. What is the expected price of the equity stock of firm Y?
 - ii. How would the above price change when the expected growth rate increases by 3%?
 - iii. How would the expected price change when the beta of Y's stock falls to 1.5?
- b) "Equity valuation is more complex than Bond valuation". Comment on the statement, explaining the dividend discount model of equity valuation with examples. [(3+3+4)+10=20]

8.

Write short notes on *any four* of the following

- i) Jensen's performance Index
- ii) Structure of a Mutual Fund
- iii) Assumptions of the Capital Asset Pricing Model (CAPM)
- iv) Three forms of Market as per Efficient Market Hypothesis (EMH)
- v) Support vs Resistance in Technical Analysis
- vi) Diagrammatic representation of the types of Candlestick Chart and their use
- vii) Difference between Future and Option with examples

(4x5=20)

3rd Year (Sem-V) BBA University Examination, 2023
(1st/2nd Semester/Repeat/Supplementary/ Spl Supplementary/Old /Annual/Bi-Annual)

SUBJECT: MARKETING OF SERVICES
PAPER CODE: MAN 504-DSE(A2):2 CBCS Syllabus

Time: 3 hours

Full Marks: 100

Attempt any five questions, each question carries equal marks.

1.

In which category would you put the following services? Give reasons also:

- a) A day care centre for children
- b) Chartered bus service
- c) Tele-shopping
- d) A home repair and maintenance service

(5+5+5+5=20)

2.

a) Identify the major elements to be considered when defining service in your own words.

b) Describe some of the issues that arise from defining service too broadly or too narrowly.

(10+10=20)

3.

a) What are the basic difference between pricing of goods and pricing of services?

b) Do characteristics of services influence their pricing? Discuss taking each service characteristics one by one.

[8+(4+8)=20]

4.

a) Service quality is the most indispensable and indisputable element of service industry'.- Elaborate the statement based on five dimensions of service quality – the RATER Model.

b) Describe a probable service blueprint for any branded Quick Service Restaurant (mention the brand while describing).

(10+10=20)

5.

a) 'Customer Life Time Value (CLTV) and Customer Bonding depict the worth of any service organization.'- Expound the statement with intricate portrayal and examples of these two facets of service organizations.

b) Delineate 'Technical and Functional Quality' in terms of service quality and its usage in services marketing.

(10+10=20)

6.

'Alicia Pizza Delivery Services' guarantees to deliver pizza within 10 minutes, else to deliver it free of cost in case of failure. But in reality, it refuses to deliver the pizza free of cost, even if the delivery boy reaches late for delivery. This case of failure and refusal is very frequent for the company, making customers angry with the entire procedure. '- From service failure, recovery and guarantees point of view:

a) What is so grossly wrong with the service guarantee procedure here?

b) What could be probable customers' reaction based on different customer's responses and categories related to failure.

c) What should have been the correct recovery strategies to deal with such a service failure?

(5+5+10=20)

7.

- A. 'A Global Retail bank- BoA(Bank of America) is extremely stringent to policies but when there is a question of their service managers, they're quite lousy. The employees blame it to being understaffed, which is not truly the case, considering the fact that they only cater to a handful of premium customers. The fact is, the employees are too secured with their jobs as the organization is extremely employee-centric, hence do not care to give a proper service to the customers.

The organizational viewpoint is also quite condescending and supercilious, without caring much about client's repeated complaints and needs. Though, through its current propaganda, still BoA claims to give its customers the best of experiences. But BoA is slowly losing its ground and trust with its core client segment.'

- a) Identify the service quality gaps and explain the core reasons leading to such gaps.
b) What could be the possible way out to minimize such gaps.
- B. 'Petmart converted into PetSmart as a part of service innovation to give total lifetime care to the pets and a sigh of relief to the pet owners.'- Discuss all the steps of service innovation with proper examples.

[(5+5)+10=20]

8.

Write short notes on ***any four*** of the following

- A. Physical evidence as an element of marketing mix.
B. Significance of internal marketing.
C. Service Marketing strategies.
D. Competitive Advantage and Value Chain Analysis in Service Industry
E. Service Buying Behaviour, Decision Process and Risk Analysis
F. Segmentation, Targeting and Positioning in Service Industry
G. Sequential analysis.

(4x5=20)