

(4006MMT15)

**B.B.A. DEGREE (CBCS) EXAMINATION,
MARCH/APRIL 2019.**

(Examination at the end of Fourth Semester)

Part II

MARKETING MANAGEMENT

(Regulation 2015–2016)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE Short answer questions.

1. Benefits of packaging.
2. What is the market segmentation?
3. What is social marketing concept?
4. What is promotion?
5. Explain any three types of media.
6. What is personal selling?
7. What is product?
8. Types of branding.

PART B — (5 × 10 = 50 marks)

Answer FIVE questions selecting ONE questions from each Unit.

UNIT I

9. What are the differences between selling and marketing?

Or

10. Explain the marketing environment with its types.

UNIT II

11. What are the differences among branding, packing and labeling?

Or

12. Explain the different stages in product life cycle.

UNIT III

13. Explain the different 'Price adaptation strategies' with relevant examples.

Or

14. Discuss about the importance of pricing.

UNIT IV

15. Discuss briefly about online marketing.

Or

16. Explain the marketing channels.

UNIT V

17. Explain about 'Advertising' as a major tool of promoting products (or) services.

Or

18. What is promotion mix? Explain the factors affecting promotion mix.

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Part II

**BUSINESS ETHICS AND CORPORATE
GOVERNANCE**

(Regulation 2015–2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following.

1. Principles of Business Ethics.
2. Stake holder's protection.
3. Corporate Governance Vs Corporate Excellence.
4. Junk Bond Scam (USA).
5. Corporate Governance in public sector undertakings.

6. CSR models.
7. Characteristics of good corporate governance.
8. Clause 49 of listing agreement.

SECTION B — (5 × 10 = 50 marks)

Answer any ONE from each Unit.

UNIT I

9. Define Business Ethics. Explain the benefits of business ethics.

Or

10. Define business ethics. Discuss the characteristics of an ethical organisation.

UNIT II

11. Discuss about the various corporate governance initiatives in India.

Or

12. What is Corporate Governance? Discuss the benefits of good corporate governance.

UNIT III

13. Discuss the major corporate governance failures in India. State the reasons for their failures.

Or

14. Explain the reasons for the corporate governance failure of Andersen World Wide (USA).

UNIT IV

15. Explain the regulatory framework of corporate governance of India.

Or

16. Explain the Kumara Mangalam Birla Committee guidelines on Corporate Governance.

UNIT V

17. Explain the evolution and future of Corporate Social Responsibility.

Or

18. Discuss the relationship between business ethics and corporate social responsibility.

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Part: II

FINANCIAL MANAGEMENT

(Regulation 2015-2016)

Time : Three hours

Maximum : 75 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. Wealth maximizations.
2. Internal Rate of Return (IRR)
3. Economic Order Quantity (EOQ)
4. MM hypothesis theory of capital structure.
5. Operating leverage.
6. Optimum capital structure.
7. Types of dividend policies.
8. Sources of working capital.

SECTION B — (5 × 10 = 50 marks)

Answer ONE from each Unit.

UNIT I

9. Discuss the nature and scope of financial management.

Or

10. Define financial management. Discuss the functions of a chief financial officer.

UNIT II

11. What is NPV? Explain its merits and demerits

Or

12. A project costing Rs.5,00,000 is expected to yield the following profits after tax (PAT) for a period of 5 years.

	Company A	Company B
Year	PAT	PAT
1	1,00,000	1,25,000
2	1,25,000	1,25,000
3	1,75,000	1,25,000
4	2,25,000	1,25,000
5	3,00,000	1,25,000

Calculate pay back period.

UNIT III

13. Explain briefly the techniques of inventory management.

Or

14. Write a short notes on:

- (a) Optimum credit policy
- (b) Credit collection
- (c) Factoring.

UNIT IV

15. Discuss in detail the theories of capital structure.

Or

16. A paper company has following specific cost of capital along with the book value and market value weights.

Type of capital	Cost of capital (K)	Book value (Weights)	Market value (Weights)
Long term debt	5%	30%	25%
Preference shares	10%	20%	17%
Equity shares	12%	40%	46%
Retained earnings	8%	10%	12%

Calculate the Weighted average cost of capital using book value and market value weights and which of them do you consider better and why?

UNIT V

17. Explain briefly the walter's and Gordon's models of dividend.

Or

18. Discuss practical aspects of dividend.

