



K22U 2232

Reg. No. :

Name :

**V Semester B.B.A./B.B.A.(R.T.M.) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)
Core Course
5B10BBA/BBA(RTM) : BUSINESS RESEARCH METHODS**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** carries **1** mark.

1. What is Research ?
2. What is Experimental Research ?
3. What is Sampling error ?
4. What is Quota Sampling ?
5. What is Bibliography ?
6. What is Sample Size ?

(6×1=6)

PART – B

Answer **any six** questions. **Each** carries **2** marks.

7. Differentiate between Fundamental Research and Applied Research.
8. What do you mean by hypothesis ?
9. What is the difference between Pretesting and Pilot study ?
10. What is Stratified and Systematic Sampling ?
11. What are the objectives of research ?
12. What is a schedule ?

P.T.O.



13. What are the features of Research Design ?

14. What is Dependent and Independent Variable ?

(6×2=12)

PART – C

Answer **any four** questions. **Each** carries **3** marks.

15. Discuss the characteristics of research.

16. Explain the various probability sampling methods.

17. What are the various sources of a research problem ?

18. Explain the various types of research designs.

19. Discuss the observation and interview method of data collection.

20. Explain the importance of research.

(4×3=12)

PART – D

Answer **any two** questions. **Each** carries **5** marks.

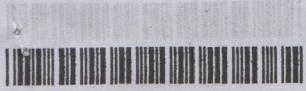
21. Discuss the various types of research.

22. Explain the steps in the process of research.

23. Explain the various tools and techniques of data collection.

24. Explain the various types of report.

(2×5=10)



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Core Course

5B11BBA/BBA (RTM) : ACCOUNTING FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer all questions, each carries one mark.

1. What is Fixed Cost ?
2. What do you mean by Factory Cost ?
3. Define Current Ratio.
4. Define Marginal Cost.
5. What is P/V Ratio ?
6. Explain Material Mix Variance. (6×1=6)

PART – B

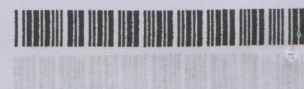
Answer any six questions, each carries two marks.

7. Briefly explain Labour Cost Variance.
8. Write short note on "Cash Budget".
9. Debentures Rs. 2,20,000, Creditors Rs. 1,00,000, Bills payable Rs. 50,000, Equity Shareholders Fund Rs. 5,20,000. Calculate Debt Equity Ratio.

P.T.O.



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10. The following relate to a concern for a particular period.

Sales – 10000 units at Rs. 50 each.

Variable cost – Rs. 30 per unit, Fixed cost – Rs. 1,00,000

Calculate P/V ratio.

11. What are the functions of Management Accounting ?

12. Discuss the element-wise classification of Cost.

13. What are the steps involved in Budgetary Control ?

14. What do you mean by Analysis of Financial Statements ?

(6×2=12)

PART – C

Answer **any four** questions, **each** carries **three** marks.

15. The following information relates to a manufacturing company.

Direct Materials consumed Rs. 18,000, Direct Labour paid Rs. 12,000,
Direct Expenses Rs. 4,000, Factory Overheads Rs. 6,000, Administrative
Overheads Rs. 4,500, Selling and Distribution Overheads Rs. 2,500.

1000 units are produced during the period and all the units produced are
sold at Rs. 55 per unit. Prepare a Cost Sheet.

16. A product requires 100 Kgs of materials at the rate of Rs. 40 per Kg. The
actual consumption of material for the manufacturing of that product came to
120 Kgs of materials at the rate of Rs. 45 per Kg. Calculate : 1) Material Cost
Variance 2) Material Price Variance 3) Material Usage Variance.

17. Following is the Trading Account of SS Ltd. Calculate Stock Turnover Ratio.

Particulars	Rs.	Particulars	Rs.
Opening stock	80,000	Sales	3,30,000
Purchases	2,00,000	Closing stock	70,000
Wages	20,000		
Carriage	10,000		
Gross Profit c/d	90,000		
	4,00,000		4,00,000



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18. You are given : Fixed cost Rs. 8,000, Break even units 4000, Sales 6000 units, selling price per unit Rs. 10. Calculate variable cost per unit.
19. What are the objectives of cost classification ?
20. What is Variance Analysis ? (4×3=12)

PART – D

Answer any two questions, each carries 5 marks.

21. Define a flexible budget. Mention the special features of flexible budget. Explain its importance as a tool of control and budgeting technique.

22. From the following data of a company you are required to calculate :

- 1) Current ratio 2) Debt equity ratio 3) Solvency ratio.

Share capital Rs. 20,00,000, Debentures Rs. 10,00,000, Current liabilities Rs. 10,00,000, Fixed assets Rs. 24,00,000, Current assets Rs. 16,00,000.

23. The following relate to a concern for two successive periods.

Years	Sales	Profit
2020	3,00,000	40,000
2021	4,00,000	80,000

Calculate :

- 1) P/V ratio
2) Profit at a sale of Rs. 5,00,000
3) Sales to earn a profit of Rs. 60,000.

24. What are the advantages of standard costing system ? List out its limitations.

(2×5=10)

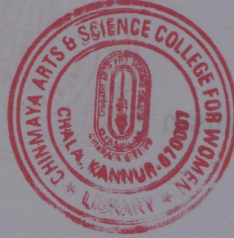
P.T.O



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**V Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
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Core Course

III : MARKETING

5B12BBA : Consumer Behaviour

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

- 1) What is meant by Consumer Motivation ?
- 2) What is Customer Delight ?
- 3) What is Social Class ?
- 4) What are Innate Needs ?
- 5) What is Culture ?
- 6) What do you mean by Attitude ?

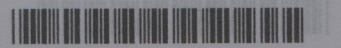
(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) Explain the concept of Buying Behaviour.
- 8) What do you mean by Market Segmentation ?
- 9) What is meant by Word of Mouth ?
- 10) What is Halo Effect ?

P.T.O.



11) What do you mean by Dogmatism ?

12) What is Consumer Right ?

13) Define Purchase Dissonance.

14) What is Consumer Decision Making ?

(6×2=12)

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

15) Explain the importance of studying Consumer Behaviour.

16) Discuss the influence of Reference Groups in Consumer Behaviour.

17) Explain the advantages of Consumer Research.

18) Explain the role of Socio-Cultural Dimensions in Consumer Behaviour.

19) What are the characteristics of Motivation ?

20) Explain about Maslow's theory of Need Hierarchy.

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) What do you understand by Groups ? Discuss the different stages in Group Formation.

22) What are different types of Consumer Decisions ? Discuss in detail Consumer Decision Process Model.

23) Discuss the steps involved in Consumer Research Design.

24) Discuss about various types of Consumer Behaviour Models.

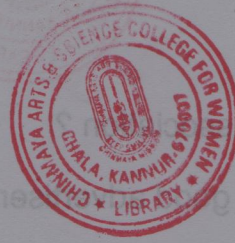
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Core Course

III – Marketing

5B13BBA : ADVERTISING AND BRAND MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is copy research ?
2. What is a Brand ?
3. What is Media Planning ?
4. What is brand rejuvenation ?
5. What is a pull strategy ?
6. What is meant by brand personality ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What is brand equity ?
8. What is meant by advertising effectiveness ?
9. What is brand management ?
10. What is USP ?

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11. What is meant by brand association ?
12. List any two qualities of a good advertisement.
13. What is brand loyalty ?
14. Describe the 'Objective Task Method'. (6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. State the functions of advertising.
16. Briefly explain the AIDA model in advertising.
17. Describe the strategic brand management process.
18. Write a note on the different types of brand strategies.
19. What are the types of advertising agencies ?
20. Describe the key factors to be considered in media planning. (4×3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks.

21. What is brand positioning ? Discuss the importance of brand positioning.
22. Explain the different types of advertisement copy.
23. What is an advertising agency ? State its functions.
24. Describe the elements of Aaker's brand equity model. (2×5=10)