

BBA (H) Semester VI Examinations, 2022
Subject: Financial Market and Financial Statement Analysis
Paper: AF-6.3 (Elective-A)

Time- 4 Hours

Full Marks: 80

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Answer Q. 1 and any five from the rest.

1. Answer any *ten* questions: 2 x 10= 20
- (a) What do you mean by cash flow statement?
 - (b) State any two defects of the Indian money market.
 - (c) What do you mean by capital market?
 - (d) What do you mean by dematerialized share trading?
 - (e) State any two features of Indian capital market.
 - (f) State the different concepts of funds used in preparation of fund flow statement.
 - (g) What is free float index?
 - (h) What do you understand by the term depository participant?
 - (i) What do you mean by listing of securities?
 - (j) What does stock exchange refer to?
 - (k) Give the full form of SENSEX and NIFTY.
 - (l) What is free float index?
 - (m) What do you mean by I. P. O?
 - (n) What do you mean by financial statement analysis?
 - (o) Identify any two ratios that are used to analyse a firm's efficiency position and write out their equations.
2. Narrate the various types of money market instruments. 12
3. "Financial markets are an important mechanism to link the fund deficit units to the fund surplus units of an economy." - Elucidate the statement. 12
4. Discuss the components of financial statement with reference to Companies Act, 2013. 12
5. (a) Explain the nature of financial statements.
(b) State the limitations of financial statements. 6+6 = 12
6. With the help of information given below find out: Current Assets, Cost of Goods Sold, Fixed Assets, Stock, Sundry Debtors and Sundry Creditors.
- | | |
|---|----------|
| Current Ratio | 2.6 |
| Liquid Ratio | 1.6 |
| Stock Turnover Ratio | 4 months |
| Fixed Assets Turnover Ratio (COGS/FA) | 2 times |
| Debt Collection period | 3 months |
| Fixed Assets to Shareholders' Net Worth | 0.60 |

P.T.O.

Reserve & Surplus to Share Capital	0.25
Debt Equity Ratio (Total Debt/Equity)	0.64
Creditors Turnover Ratio	3.75 times
Gross Profit Ratio	25%
Net Working Capital	Rs. 4,00,000
There is no Bank Overdraft	

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7. The balance sheet of Tea Ltd. as on 31st December, 2020 and 31st December, 2021 are as follows -
Balance Sheets as on 31.12.2020 and 31.12.2021

	31.12.20	31.12.21		31.12.20	31.12.21
Equity Share Capital (Rs.100)	5000,000	6000,000	Building & Machinery	6200,000	6900,000
Profit & Loss Account	1325,000	600,000	Advance	300,000	400,000
8% Debentures	1500,000	2000,000	Inventories	1800,000	1959,000
Accrued Debentures Interest	30,000	40,000	Debtors	1500,000	1800,000
Proposed Dividend	560,000	640,000	Goodwill	200,000	300,000
Depreciation Fund	1250,000	1758,000	Debentures Discount	40,000	50,000
Inventory Provision	80,000	95,000	Cash & Bank	100,000	200,000
Provision for Taxation	195,000	176,000			
Sundry Creditors	200,000	300,000			
	<u>10140,000</u>	<u>11609,000</u>		<u>10140,000</u>	<u>11609,000</u>

Other information:

- Net loss for the year 2021 was Rs.125,000.
- Debentures were issued at 5% discount.
- A machine costing Rs.205,000 (accumulated depreciation Rs.160,000) was discarded and written off. At the end of the year, however, the scrap was sold for Rs.3,000.
- A running business was purchased in the year by issue of Rs.1000,000 equity shares at par. The business had machinery Rs.300,000, inventory Rs.400,000, sundry debtors Rs.400,000 and sundry creditors Rs.300,000.
- A machine was purchased for Rs.400,000.

Prepare a Cash Flow Statement for the year ended 31.12.2021.

12

8. Discuss the different methods of issue of stocks in new issue market.

12

9. a) Distinguish between primary and secondary stock markets.

b) Discuss the functions of secondary stock market?

4+8=12

10. Write a short note on 'Comparative Statement Analysis'

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BBA (H) Semester VI Examinations, 2022

Subject: Marketing of Services

Paper: SMM-6.3 (Elective-B)

Time: 4 Hours

Full marks: 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer Q. 1 and any five from the rest.

1. Answer any ten questions: 2x10=20
- (a) Define service marketing.
 - (b) State two features of service marketing.
 - (c) Define market segmentation.
 - (d) What is service recovery?
 - (e) Service is perishable. Agree? Justify
 - (f) Define customer loyalty.
 - (g) What is perceived service?
 - (h) Define pricing.
 - (i) Illustrate 'place' under marketing mix.
 - (j) Define target customer.
 - (k) What is service recovery?
 - (l) Define service positioning.
 - (m) What is service environment?
 - (n) 'Service can't be stored'- Do you agree?
 - (o) What is expected service?
2. (a) Explain the characteristics of service marketing.
(b) State the features of service environment. 6+6=12
3. Explain the components of service marketing mix. Illustrate your answer on the basis of service of your choice. 12
4. Segmenting, targeting and positioning are strategic aspects of service marketing - Explain. 4+4+4=12
5. Explain the importance of service marketing for:
(a) Education sector
and
(b) Hospital sector. 6+6=12
6. Discuss the importance of service marketing in Indian economy. 12
7. (a) Explain the role of 'Place' in service marketing.
(b) Understanding costs is an important aspect of pricing in services --- Examine. 6+6=12

8. (a) Distinguish between service customization and standardization.
(b) How are services distributed? 6+6=12
9. (a) State the importance of employee motivation and its implications for service delivery.
(b) What is the role of promotion in service marketing? 8+4=12
10. Write short notes on (any two): 6+6=12
(a) Complaints marketing in service marketing.
(b) Employee motivation
(c) Evolutions of service.

BBA (H) Semester VI Examinations, 2022
Subject: Compensation Management and Compensation Laws
Paper: HRM-6.3 (Elective-C)

Time: 4 Hours

Full Marks -80

The figures in the margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Answer Q. 1 and any five from the rest.

1. Answer any ten questions: 2x10=20
- (a) What is minimum wage?
 - (b) What do you mean by Dearness Allowances?
 - (c) State one advantage of fringe benefit?
 - (d) What do you mean by executive compensation?
 - (e) What is employee benefit?
 - (f) What is Incentive Plan?
 - (g) Define Fair Wage.
 - (h) What do you mean by Living Wage?
 - (i) What is ESOP?
 - (j) Write down two basic features of the Payment of Wages Act-1936
 - (k) What is Bonus?
 - (l) What is Incentive?
 - (m) Write down two benefits of Monetary Incentives.
 - (n) What is Pay Commission?
 - (o) Write down two provisions of the Minimum Wages Act, 1948.
2. What do you mean by Compensation Management? Discuss the factors affecting compensation.
3. What are the different forms of compensation? Write down the features of a good compensation plan. 4+8=12
4. Explain the benefits of Executive Compensation. 4+8=12
5. Discuss the different types of Compensation? 4+8=12
6. Define Job evaluation. State various features of Job evaluation. 2+10=12
7. Write a detailed note on emerging issue and trends in compensation management. 12
8. Write short note on- i) Wage Board ii) Performance based pay 6+6=12
9. Define Rewards? Explain the different kinds of monetary and non-monetary rewards? 2+5+5= 12
10. Write in detail about the legal provisions relating to wage and salary administration. 12

BBA (H) Semester VI Examinations, 2022
Subject: Database Management System
Paper: SM-6.3 (Elective-D)

Time-4 Hours

Full Marks: 80

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Answer questions no. 1 and any five from the rest.

1. Answer any *ten* questions. 2×10= 20
 - (a) Differentiate between Data Definition Language (DDL) and Data Manipulation Language (DML).
 - (b) Cite examples for a DDL statement and a DML statement.
 - (c) Define Referential Integrity constraint.
 - (d) Differentiate between two-tier and three-tier architecture in DBMS.
 - (e) List out different types of Join operations.
 - (f) List out different operators in Relational Algebra.
 - (g) Define data independence.
 - (h) What are the disadvantages of centralized database?
 - (i) Give an example of division operation in Relational Algebra.
 - (j) Give an example of entity integrity.
 - (k) Give an example of equi-join.
 - (l) Define Cartesian product algebraically.
 - (m) Define subtraction operator in Relational Algebra.
 - (n) Give an example of many-to-many relationship.
 - (o) Define cardinality with example.
2. Differentiate between the following with suitable example for each – (i) Cartesian product and Join operation; (ii) Selection and Projection; (iii) Union and Intersection; (iv) Division and Minus. 4×3=12
3. Describe the functions of the following with suitable examples – (i) CREATE TABLE command; (ii) UPDATE command; (iii) DELETE command; (iv) INSERT command. 4×3=12
4. Describe Constraints on tuple using CHECK. Give two suitable examples. 6+6=12
5. Explain the following with examples – (i) GRUP BY; (ii) DATE function; (iii) LIKE and NOT LIKE; (iv) BETWEEN and NOT BETWEEN. 4×3=12
6. Give any two examples of nested queries. Mention the database structure for the example and explain the queries in detail along with the results based on your given database example. 5+7=12
7. Describe three-level database architecture with schematic diagram. 12

8. Describe in details the client-server architecture and centralized architecture. Differentiate between the two. 8+4=12

9. Develop an Entity-Relationship Diagram (ERD) for the COVID-19 vaccination starting from registration in the respective website to the vaccination from patient's point of view. List out your own assumptions. 12

10. Are NULL values in database same as blank space or zero? Mention the issues with traditional-file system which made DBMS a better choice? 6+6=12