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BBABMCN 501

**V Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP-2020) (2023 – 24 Batch Onwards) (DSCC)
PRODUCTION AND OPERATIONS MANAGEMENT**

Time : 2 Hours

Max. Marks : 60

- Instructions :** 1) *A single answer booklet with 32 pages will be issued.*
2) *No additional papers will be issued.*

**SECTION – A
(2 marks each)**

Answer **any five** of the following.

(5×2=10)

1. What is Production Management ?
2. What is Plant Location ?
3. What is Production Control ?
4. What is Control Charts ?
5. What is Breakdown ?
6. What is Batch production system ?
7. The GLST Co. estimates its carrying cost ₹ 2 per unit and its ordering cost ₹ 200 per order. The annual demand is 40,000 units. Calculate EOQ.

**SECTION – B
(5 marks each)**

Answer **any four** of the following.

(4×5=20)

8. Differentiate between production management and operations management.
9. What are the different types of facilities ?

P.T.O.



10. What are the objectives of production planning and control ?
11. Explain the importance of maintenance management.
12. "ABC analysis is an effective tool to peg down inventory". Explain.
13. What is Waste Management ? Write a note on scrap and surplus disposal.
14. The 'TCS' Ltd. has been purchasing an item in lots of 4,000 units annually. The cost per unit is ₹ 20, the order cost is ₹ 200 per order and the carrying cost is 10%. Following order size are available.

Order sizes : 4,000 Units, 2000 Units, 1000 Units and 500 Units. Select the best ordering size.

SECTION – C
(10 marks each)

Answer **any 3** of the following.

(3×10=30)

15. What are the responsibilities of a production manager ? Explain.
 16. Explain the factors affecting selection of location for plant.
 17. Explain stages of production planning and control.
 18. Explain steps in quality control process.
 19. What are the different modern scientific methods used for maintenance ? Explain.
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BBABMEN 503

**Fifth Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP 2020) (2023 – 24 Batch Onwards)
HUMAN RESOURCE MANAGEMENT
Compensation and Performance Management**

Time : 2 Hours

Max. Marks : 60

**SECTION – A
(Two marks each)**

Answer **any five** of the following.

(5×2=10)

1. What is DA in the context of compensation ?
2. What is meant by social security ?
3. What is meant by Job Evaluation Committee ?
4. Define time rate wages.
5. Define wage structure.
6. What is 360 degree appraisal ?
7. Define learning organisation.

**SECTION – B
(Five marks each)**

Answer **any four** of the following.

(4×5=20)

8. Differentiate between wages and salary in compensation.
9. Describe the three key components of the 3-P concept in compensation management.
10. Describe the major decisions that organisation need to make when conducting a job evaluation.

P.T.O.



11. Differentiate between time rate wages and efficiency based wages.
12. Explain the process of wage fixation and its importance in maintaining fairness in compensation.
13. Describe the aims and purpose of performance management.
14. Explain the impact of virtual teams on performance management practice.

SECTION – C
(Ten marks each)

Answer **any three** of the following.

(3×10=30)

15. Describe the various compensation elements that can contribute to employee retention and loyalty.
 16. Explain the different job evaluation methods.
 17. Explain the major theories of wages.
 18. Explain the modern performance appraisal methods.
 19. Describe the complexities and challenges associated with team performance management.
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BBABMEN 505

**V Semester B.B.A. Examination, December 2023/January 2024
(NEP – 2020) (2023 – 24 Batch Onwards)**

RETAIL MANAGEMENT – FUNDAMENTALS OF RETAIL MANAGEMENT

Time : 2 Hours

Max. Marks : 60

SECTION – A

Answer **any five** of the following. **(5×2=10)**

1. What is retailing ?
2. Write the meaning of promotion.
3. Write the meaning of inventory management.
4. What is store space planning ?
5. What is mark down pricing ?
6. What is bar coding ?
7. What is meant by supply chain ?

SECTION – B

Answer **any four** of the following. **(4×5=20)**

8. Explain the factors influencing the growth of retail business in India.
9. Write a note on merchandise management.
10. What are the steps in retail planning process ?
11. Write a note on FDI in retail marketing.

P.T.O.



- 12. Explain any two forms of information technology in retailing.
- 13. Write a note on ethical issues in retailing.
- 14. Explain the consumers buying decision process.

SECTION – C

Answer **any three** of the following.

(3×10=30)

- 15. Evaluate the forms of retail ownership.
 - 16. Explain the various factors influencing pricing decisions in retail industry.
 - 17. Explain the P.L.C. in retailing.
 - 18. Evaluate the impact of information technology in retailing.
 - 19. Evaluate the factors influencing location of store.
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BBABMEN 502

**V Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP 2020) (2023 – 24 Batch Onwards)
MARKETING – CONSUMER BEHAVIOUR**

Time : 2 Hours

Max. Marks : 60

**SECTION – A
(2 marks each)**

Answer any five of the following questions.

(5×2=10)

1. What is meant by consumerism ?
2. What is meant by perception ?
3. Distinguish between customer and consumer.
4. What is meant by personality ?
5. Give the meaning of cross culture.
6. What is meant by consumer satisfaction ?
7. Who is an early adopter ?

**SECTION – B
(5 marks each)**

Answer any four of the following questions.

(4×5=20)

8. State the needs of studying consumer behaviour.
9. Explain the functions of consumer attitudes.
10. Explain the personality traits influencing consumer behaviour.
11. What are the sources of consumer dissatisfaction ?

P.T.O.



12. Explain the influence of family on consumer behaviour.
13. Explain the stages of diffusion of an innovation.
14. Explain the influence of culture on consumer behaviour.

SECTION – C
(10 marks each)

Answer **any three** of the following questions.

(3×10=30)

15. Explain the internal factors influencing consumer behaviour.
 16. What is consumer learning ? Elaborate on Pavlov's theory and its application in marketing.
 17. What is reference group ? Explain the different types of reference groups which influence consumer behaviour.
 18. Explain the process of consumer decision making.
 19. What are the causes for growth of consumerism in India ? Explain the provisions of Consumer Protection Act, 1986.
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BBABMCN 503

**V Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP 2020) (2023 – 24 Batch Onwards)
BANKING LAW AND PRACTICE**

Time : 2 Hours

Max. Marks : 60

**SECTION – A
(Two marks each)**

Answer **any five** questions.

(5×2=10)

1. What do you mean by lien ?
2. What is NRI account ?
3. What is meant by collecting banker ?
4. What is garnishee order ?
5. Define the term cheque.
6. What is NPA ?
7. What is NEFT ?

**SECTION – B
(Five marks each)**

Answer **any four** questions.

(4×5=20)

8. State the features of general relationship between the banker and the customer.
9. Explain the role of collecting banker as a holder in due course.
10. What are the statutory protections available to the paying banker ?
11. What are the different types of crossing of cheque ?
12. Explain the role of AI in banks.
13. Explain the different types of plastic cards.
14. Write a note on ATM based services.

P.T.O.



SECTION – C
(Ten marks each)

Answer **any three** questions.

(3×10=30)

15. What are the different rights of the banker ?
 16. Explain the duties and responsibilities of the collecting banker.
 17. Discuss the obligations of the banker as a feature of special relationship between the banker and the customer.
 18. What do you mean by dishonour of cheque ? What are the grounds to dishonour the cheque ?
 19. Explain the principles of sound bank lending.
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BBABMVN 502

**Fifth Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP 2020) (2023 – 24 Batch Onwards)
DIGITAL MARKETING (Vocational)**

Time : 2 Hours

Max. Marks : 60

SECTION – A

Answer **any five** of the following.

(5×2=10)

1. What is the meaning of E-mail Marketing ?
2. What is Google Ad-Sense ?
3. What is meant by social media marketing ?
4. What is opt-in list ?
5. Write the meaning of On Page SEO.
6. What is content marketing ?
7. What is web analytics ?

SECTION – B

Answer **any four** of the following.

(4×5=20)

8. Why do we need digital marketing ?
9. Describe the importance of SEO.
10. How to create effective and unique E-mail content ? Explain.
11. What are the types of video ads ?
12. Why do we advertise on YouTube ?
13. How to create an account on Google Ad-Word ?
14. Explain any five web analytic tools.

P.T.O.



SECTION – C

Answer any three of the following.

(3×10=30)

- 15. What are the steps in content marketing ?
 - 16. What is SEO ? Explain the SEO techniques.
 - 17. How can we measure the YouTube Ad Performance ?
 - 18. Explain the social media marketing platforms.
 - 19. Explain the bidding techniques.
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BBABMCN 502

**V Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP 2020) (2023 – 24 Batch Onwards)
INCOME TAX – I**

Time : 2 Hours

Max. Marks : 60

Instruction : Show working notes wherever necessary.

SECTION – A

Answer any five questions of the following.

(5×2=10)

1. Give the meaning of previous year.
2. What is TDS ?
3. What are perquisites ?
4. What are the allowable deductions from annual value while computing income from house property ?
5. Give the meaning of Deemed to be let-out house property.
6. Mr. Malgudi Makaranda received ₹ 25,000 as dividend from a limited company engaged in the agricultural operations. State what portion of the income is exempt as agricultural income.
7. Mandagadde Mahabala retired on 1-7-2022 and received $\frac{1}{2}$ of his commuted pension Rs. 1,80,000/-. What is taxable commuted pension, if he also receives gratuity ?

SECTION – B

Answer any four questions of the following.

(4×5=20)

8. Write the income tax slab rates as per old and new regime for the assessment year 2023 – 24.
9. Write a note on deductions U/S 80 D, 80DD and 80DDB.

P.T.O.



10. Find out the Gross Annual Value from the following.

Particulars	House A	House B	House C
	₹	₹	₹
Municipal value	30,000	36,000	42,000
Fair rent	34,500	39,000	45,000
Standard rent	–	45,000	36,000
Monthly rent	3,000	3,750	6,000
Vacancy period	–	1 month	7 months

11. After serving 35 years and 8 months in TISCO Ltd. Mr. Sooryanarayana Saralaya retires from service on 31-12-2022. The employee is covered under Payment of Gratuity Act, 1972 and receives the gratuity of ₹ 24,00,000. His particulars of salary of the month immediately preceding the retirement were :
 Basic salary ₹ 1,08,000 p.m.,
 D. A. ₹ 48,000 p.m.,
 H. R. A. ₹ 9,000 p.m. and
 Bonus ₹ 1,200 p.m.
 From the above compute taxable gratuity.
12. A resident employee, Nittur Nithyananda Nellithaya (aged 40 years) who works for TCS is appointed at ₹ 2,50,000 per month as salary during the financial year 2023-24. Nittur Nithyananda Nellithaya has invested ₹ 1,25,000 in Equity Linked Savings Scheme Funds, ₹ 1,50,000 in PPF and ₹ 1,00,000 in NSC. What will be the monthly TDS deductible U/S 192 under old tax regime ?
13. M. Alevoor Ananthapadmanabha Adiga is entitled to basic salary of ₹ 20,000 p.m., and dearness allowance of ₹ 4,000 p.m., 40 % of which forms part of retirement benefits. He is also entitled to H.R.A. of ₹ 8,000 p.m. He actually pays ₹ 8,000 p.m. as rent for a house in Mumbai. Compute the taxable and exempted H.R.A.
14. Shri Raghuveera Rathod, who was born and brought up in India, went for further studies to U.K. on 1st March, 2021 and came back to India on 1st October, 2022 early in the morning. Find out his residential status for the Assessment Year 2023 – 24.

SECTION – C

Answer **any three** questions of the following.

(3×10=30)

15. a) Explain the rules to determine the residential status of an Individual assessee.
 b) Explain the types of Provident Fund.



16. Mr. Madhur Bheema an employee of a firm, furnished the following particulars of his income for the previous year ended on 31st March, 2023 :
- i) Basic Salary ₹ 1,44,000.
 - ii) Dearness allowance ₹ 28,800.
 - iii) Own contribution to the Recognized Provident Fund calculated on basic salary @ 15% is Rs. 21,600/-.
 - iv) Employer's contribution to the said fund ₹ 21,600/-.
 - v) Interest on balance in Recognized Provident Fund @ 14% p.a. ₹ 14,000/-.
 - vi) Bonus ₹ 12,000.
 - vii) He was provided with a small car for which the employer paid all the running and maintenance cost. The car was used for personal as well as office purposes.
 - viii) Madhur Bheema was also provided with rent free accommodation at Kolkata for which the employer paid a rent of ₹ 1,250 per month. Madhur Bheema was allowed the use of one refrigerator and an air conditioner costing ₹ 8,000 and ₹ 12,000 respectively while their written down values as on 01-04-2022 were ₹ 4,500 and ₹ 7,000 respectively.
 - ix) Life insurance premium of ₹ 12,000 was paid by Madhur Bheema's employer on an insurance policy for ₹ 2,40,000 on Madhur Bheema's life.
- Compute Madhur Bheema's taxable income from salary for the Assessment Year 2023 – 24.
17. Smt. Mahalakshmi Mehandale's Gross total income is ₹ 13,12,500 which includes long term capital gains ₹ 1,25,000, interest on education loan repaid ₹ 20,000 and accrued interest on NSC ₹ 12,500. She made the following donations during the previous year :
- a) Prime Minister's Drought Relief Fund ₹ 25,000
 - b) National foundation for communal harmony ₹ 18,750
 - c) National Blood Transfusion Council ₹ 11,250
 - d) National Children's Fund ₹ 10,000
 - e) Notified church at Goa ₹ 22,500
 - f) Government hospital for building expansion ₹ 18,750
 - g) Family Planning Association of India ₹ 15,000
 - h) Recognized political party ₹ 6,250
 - i) Scholarship to poor student ₹ 12,500.
- During the year she paid ₹ 25,000 as medical insurance premium. Compute her total income.

18. Mr. Soorya Prakash is the owner of the following house properties in Shimoga. Particulars in respect of which for the year ended 31-03-2023 are as below :

Particulars	I House	II House	III House
	₹	₹	₹
Actual rent for twelve months	18,000	3,600	Dwelling house
Standard rent	14,000	4,000	-
Municipal valuation	16,800	3,600	71,200
Total municipal tax	1,680	360	6,400
Municipal tax paid by Mr. Soorya Prakash	1,680	180	-
Municipal tax paid by tenant	-	180	-
Repairs	2,000	1,000	4,000
Vacancy period	1 month	-	-
Interest on loan for repairing house	600	1,200	24,000

Unrealised rent allowed in the Assessment Year 2020 – 21 recovered during the year for the 1st house ₹ 8,000.

Compute his income from house property for the Assessment Year 2023 – 24.

19. Following are the taxable income of Shri Sindabad Shrivallabha for the Previous Year 2022 – 23.

- Income from salary received in India ₹ 50,000
- Profits from hotel business in USA ₹ 75,000
- Dividend declared in Perth but received in India ₹ 10,000
- Income from transfer of long-term asset in India ₹ 50,000
- Interest on debenture of a company at Manchester, which was received in India ₹ 15,000.
- Interest received from George, a non-resident on the loan provided to him for a business carried on in India ₹ 12,500.
- Royalty received in Germany from Kailash a resident in India for technical services provided for a business carried in Germany ₹ 50,000.
- Income from business carried in India ₹ 75,000.
 - Gift from employer ₹ 2,12,500.

Compute Shri Sindabad Shrivallabha's total income if he is :

- Resident
- Not ordinary resident
- Non-resident.