

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE UP EXAMINATION 2077
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – II

R.No.

Subject: Marketing Management
Full Marks: 100 Pass Marks: 50

Course Code: MGT 324
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. If companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, which of the following principles practicing are correct?
 - a. Innovative marketing
 - b. Consumer-oriented marketing
 - c. Value marketing
 - d. Societal marketing
2. Permanent and ordered division in society on the basis of values and interest is called.....
 - a. social class
 - b. culture
 - c. sub culture
 - d. both b & c
3. According to the concept of four Ps the credit term can be classified as.....
 - a. place
 - b. product
 - c. price
 - d. promotion
4. Evaluation of the profitability of each segment is called.....
 - a. segmentation
 - b. targeting
 - c. positioning
 - d. differentiation
5. The product or market offering bought by consumers for personal consumption is classified as.....
 - a. augmented product
 - b. intangible services
 - c. industrial product
 - d. consumer product
6. The study of human population in the context of gender, race and occupation is called.....
 - a. natural environment
 - b. economic environment
 - c. cultural environment
 - d. demographic
7. Needs are
 - a. anything offered in market
 - b. created when the buying power backs a person's want
 - c. state of felt deprivation including physical, social, and individual requirement
 - d. is an offering from a known source
8. In business market demand is more.....
 - a. elastic
 - b. inelastic
 - c. realistic
 - d. insignificant
9. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of.....
 - a. pricing
 - b. distribution
 - c. product development
 - d. promotion
10. The goods that are frequently bought by consumers are classified as.....
 - a. unsought goods
 - b. specialty goods
 - c. convenience goods
 - d. shopping goods

11. The total number of product items in the product mix is classified as.....
- a. depth of product mix
 - b. consistency of product mix
 - c. width of product mix
 - d. length of product mix
12. The product packaging is said to be part of.....
- a. actual product
 - b. positioning strategy
 - c. competitive strategy
 - d. value proposition
13. Political campaigns are generally the examples of.....
- a. cause marketing
 - b. organization marketing
 - c. event marketing
 - d. person marketing
14. The endowment of products or services with the power of specific name or logo is considered as.....
- a. branding
 - b. packaging
 - c. advertising
 - d. valuing
15. Which of the following is NOT an element of the marketing mix?
- a. Distribution
 - b. Product
 - c. Target market
 - d. Pricing

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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any eight questions.

1. Describe briefly the buying process of an individual buyer. (5)
2. What is brand? Explain briefly the reasons for branding. (2+3)
3. What is product packaging? Describe the basic functions of packaging. (2+3)
4. State and explain the components of marketing mix. (5)
5. Define the term marketing environment. Also explain its major features. (2+3)
6. Describe the impact of socio-cultural environment in marketing. (5)
7. "Modern marketing is a customer-oriented philosophy of business." Justify this statement. (5)
8. What are the factors that influence the selection of distribution channel? (5)
9. Point out any four reasons for channel conflicts and suggest the solutions to tackle them. (5)
10. Write short notes on: (2.5+2.5)
 - a. Green Marketing
 - b. Buyer behavior

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any three questions.

11. What is market segmentation? What are the bases for market segmentation? Elaborate. (4+6)
12. Explain Product Life Cycle. Explain how the marketing mix of an organization might change during the various stages of the PLC. Explain the strategies which the firm might pursue during the maturity and decline stage of the PLC. (2+6+2)
13. What is the role of price in making a brand successful? What are the different approaches adopted in setting a price of a product? (3+7)
14. Define and discuss the role of personal selling in the promotion mix. In which situation is it more effective than other parts of promotion mix like sales promotion, advertising, public relation and direct marketing? Explain with examples. (6+4)
15. What is product? Explain the new product development process. (2+8)

SECTION D: CASE STUDY (15 MARKS)

16. *Read a case given below and answer the following question.*

Hilton Hotels Corporation: Data-Driven Hospitality

Hilton Hotels Corporation has learned that customers are more satisfied when they have a problem and the hotel staff takes care of it than if the stay goes flawlessly. Giving hotel staff the information to make critical recoveries is the reason Hilton, during one of the industry's worst downturns in decades, piled \$50 million into a custom-built customer relationship management (CRM) information system that has

been integrated to cover 22 million guests in every property across the eight brands that Hilton owns. "The hospitality industry is a people business," says CIO Tim Harvey. "It doesn't do any good to have great customer information that's only in the reservations system and available to the call center. We need to have it common across all systems."

Hilton is putting its CRM system, called OnQ, to the test in a high-stakes expansion program. As the industry regains momentum, Hilton is opening an estimated 275 hotels by the end of 2005. OnQ is the IT centerpiece of a 2-year-old Hilton CRM strategy, officially known as "Customers really matter." The strategy is pinned on the idea that employees with a clearer idea of who customers are and what their past Hilton experiences have been an engineer constant improvement.

There are plenty of risks in the strategy. For one, Hilton needs to present its deep customer histories clearly enough that employees at the front desks, where turnover averages more than 100 percent a year, can put it to use. And Hilton is trying to use the integrated information system to build loyalty with customers across an incredibly diverse mix of eight hotel brands—so the same customer is recognized checking into a \$79 room at Hampton Inn in Davenport, Iowa, or a \$540 suite at the Hilton Hawaiian Village in Honolulu.

The risk Harvey and his team know they need to guard against is hitting a hotel staff with so much information, or doing it in such a disruptive way, that it prevents employees from interacting with guests and making judgments.

A lot of love and sweat went into building OnQ, a system that's about 70 percent custom-coded. The custom components include a property-management system, the CRM application, and a hotel owner-reporting module.

The system is delivered as an IT service to the franchise dominated chain. Hilton owns just 52 of its 2,216 hotels, and franchisees license the software, paying Hilton annual fees that work out to about three-fourths of 1 percent of a hotel's revenue.

Hilton's IT leadership is stacked with hotel industry veterans who have no trouble defining IT success in terms of how quickly guests get to their rooms and whether the rooms are what they asked for. Harvey looks at it this way: If guests are disappointed, eventually Hilton's shareholders will be, too. "We are passionate that our brand is only as good as our customers think we are," he says.

OnQ's \$50 million price tag makes it by far Hilton's largest technology investment of the past several years.

Questions

- a. What can be the benefits and drawbacks of the OnQ system at Hilton? (4)
- b. What does Hilton have to do to create a competitive advantage through OnQ? Provide some specific examples. (2+4)
- c. Is it possible to have too much information about a customer? Explain. (5)

THE END

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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – II

Subject: Macroeconomics

Full Marks: 100 Pass Marks: 50

R.No.

Course Code: MGT 325

Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS ($1 \times 15 = 15$ MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- The level of income that households actually have available for spending is the same as:
 - Personal disposable income
 - National income
 - Net national product
 - Proprietors' income
- The relationship between household spending and the household income is the.....
 - investment function
 - savings function
 - consumption function
 - none of the above
- Suppose that a consumer has a marginal propensity to consume of 0.7. If this consumer earns an extra Rs.2, her consumption spending would be expected to increase by :
 - Rs.0.60.
 - Rs.0.70.
 - Rs.1.40.
 - Rs.1.70
- The multiplier is calculated as.....
 - $1/(1 - MPC)$
 - $1/MPS$
 - $1/MPC$
 - Both (a) and (b)
- If the MPC is 0.5, the multiplier is.....
 - 2
 - $\frac{1}{2}$
 - 0.2
 - 20
- The increase in money supply causes.....
 - LM curve to Shift right
 - LM curve to Shift left
 - IS curve to shift right
 - IS curve to shift left
- Which one of the followings is true?
 - $1 < MPC < 0$
 - $0 < MPC < \infty$
 - $0 < MPC < 1$
 - $1 < MPC < 2$
- Output in long-run macroeconomic model is.....
 - entirely demand determined
 - entirely supply determined
 - both demand and supply determined
 - none of the above
- What is the slope of Autonomous Investment Line?
 - Slope > 0
 - Slope < 0
 - $1 > \text{Slope} > 0$
 - Slope = 0
- Which one of the following items will be included while calculating National Income by the Expenditure Method?
 - Royalty
 - Intermediate consumption
 - Net exports
 - Profit
- NDP at MP will be equal to.....
 - NDP at FC+ Depreciation
 - NDP at FC+ Indirect Taxes
 - NDP at FC- Subsidies
 - NDP at FC+ Net Indirect Taxes

12. When income is zero, then Autonomous consumption is.....
- a. equal to income
 - b. equal to dissaving
 - c. both (a) & (b)
 - d. none of the above
13. Autonomous investment is.....
- a. independent of level of income
 - b. independent of rate of interest
 - c. independent of profit motive
 - d. all the above
14. Which one of the followings is a fiscal tool?
- a. Tax
 - b. SLR
 - c. Bank rate
 - d. Open market operation
15. Which one of the followings increases money supply?
- a. Increase in cash reserve ratio
 - b. Selling of government bonds through open market operation
 - c. Decrease in bank rate
 - d. None of the above

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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any eight questions.

1. Explain the importance of macroeconomics. (5)
2. What is inflation? Explain anti - inflationary measures? (5)
3. How national income is determined under two sector economy? Explain. (5)
4. What is investment? Derive and explain investment multiplier. (5)
5. Explain various difficulties of measuring national income (NI). (5)
6. "Supply creates its own demand". Explain it. (5)
7. Explain the depression phase of business cycle. (5)
8. Explain budget deficit. What are the sources of deficit financing? (5)
9. What do you mean by monetary policy? Explain its instruments. (5)
10. Explain balanced budget multiplier. (5)

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any three questions.

11. What is three sector economy? Explain the circular flow of income and expenditure under three sector economy. (3+7)
12. Explain the principle of effective demand. (10)
13. How is level of income determined according to IS-LM model? (10)
14. Let the initial saving and investment function are $S = -100 + 0.4Y$ and $I = 60 + 0.2Y$
 - a. Compute the equilibrium level of income, saving and investment. (5)
 - b. What will be the effect on equilibrium income, saving and investment when saving function increased by 40 units? Does it satisfy the concept of paradox of thrift? (5)
15. Let, the consumption function be $C = 10 + 0.5Y$
Investment function $I = 200 - 2000i$.
The money supply in an economy is = 150 million
Money demand function for transactional and precautionary motive is given as;
 $M_t = 0.5Y$.
Money demand function for speculative function is given as;
 $M_{sp} = 150 - 1500i$.
 - a. Derive IS and LM function. (5)
 - b. Determine general equilibrium interest rate and income. (5)

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions.

In 2001, the U.S. economy experienced a pronounced slowdown in economic activity. The unemployment rate rose from 3.9 percent in September 2000 to 4.9 percent in August 2001, and then to

6.3 percent in June 2003. In many ways, the slowdown looked like a typical recession driven by a fall in aggregate demand. Three notable shocks explain this event. The first was a decline in the stock market. During the 1990s, the stock market experienced a boom of historic proportions, as investors became optimistic about the prospects of the new information technology. Some economists viewed the optimism as excessive at the time, and in hindsight this proved to be the case. When the optimism faded, average stock prices fell by about 25 percent from August 2000 to August 2001. The fall in the market reduced household wealth and thus consumer spending. In addition, the declining perceptions of the profitability of the new technologies led to a fall in investment spending. In the language of the IS-LM model, the IS curve shifted to the left. The second shock was the terrorist attacks on New York City and Washington, DC, on September 11, 2001. Moreover, the attacks increased uncertainty about what the future would hold. Uncertainty can reduce spending because households and firms postpone some of their plans until the uncertainty is resolved. Thus, the terrorist attacks shifted the IS curve farther to the left. The third shock was a series of accounting scandals at some of the nation's most prominent corporations, including Enron and WorldCom. The result of these scandals was the bankruptcy of some companies that had fraudulently represented themselves as more profitable than they truly were, criminal convictions for the executives who had been responsible for the fraud, and new laws aimed at regulating corporate accounting standards more thoroughly. These events further depressed stock prices and discouraged business investment—a third leftward shift in the IS curve.

Fiscal and monetary policymakers responded quickly to these events. Congress passed a major tax cut in 2001, including an immediate tax rebate, and a second major tax cut in 2003. One goal of these tax cuts was to stimulate consumer spending. In addition, Congress increased government spending by appropriating funds to assist in New York's recovery and to bail out the ailing airline industry. These fiscal measures shifted the IS curve to the right. At the same time, the Federal Reserve pursued expansionary monetary policy, shifting the LM curve to the right. Economic growth picked up in the second half of 2003 and was strong throughout 2004. By July 2005, the unemployment rate was back down to 5.0 percent, and it stayed at or below that level for the next several years.

Questions:

- a. What are the major causes for the slowdown in the economic activities of US in 2001? (4)
- b. What measures did the then government take to overcome the situation? (4)
- c. Explain how expansionary monetary policy will increase the equilibrium level of income with the help of IS-LM model. (7)

THE END

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SEMESTER – II

R.No.

Subject: Business Communication
Full Marks: 100 Pass Marks: 50

Course Code: MGT 321
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. Which one of the followings is the most accurate description of the role that communication will play in your career?
 - a. Ideas matter more than anything, so as long as you are creative and have strong business sense, you can hire people to take care of communication tasks.
 - b. No matter what other skills, connections, and attributes you have, your prospects will be limited if you don't have good communication skills.
 - c. In today's tough business world, performance is the most important differentiator; everything else is a distant second.
 - d. As a "soft skill," communication is important in some careers, such as sales and human resources, but not in technical, financial, or administrative careers.
2. Effective business messages are:
 - a. Entertaining, blunt, direct, opinionated, and persuasive
 - b. Practical, objective, concise, clear, and persuasive
 - c. Personal, clear, short, catchy, and challenging
 - d. Subjective, long, indirect, crisp, and argumentative
3. Which of the following is not a skill that employers will expect you to have?
 - a. Communicating effectively with people from diverse backgrounds and experiences
 - b. Using communication technologies effectively and efficiently
 - c. Managing your time wisely and using resources efficiently
 - d. Commanding employees to follow orders
4. An audience-centered approach to communication.....
 - a. starts with the assumption that the audience is always right
 - b. improves the effectiveness of communication by focusing on the information needs of the audience
 - c. is generally a waste of time because it doesn't accommodate the needs of the sender
 - d. always simplifies the tasks involved in planning and creating messages
5. Sensitivity to business etiquette:
 - a. Reduces the chance of interpersonal blunders that might negatively affect communication
 - b. Is considered by most companies to be a waste of time in today's fast-paced markets
 - c. Is now legally required in all the states
 - d. Always increases the cost of business communication
6. Communication style using the Business Communication 2.0 concept is best described as:
 - a. Conversational
 - b. Multilingual
 - c. Technical
 - d. Playful
7. Which of the following pairs of attributes best describes the social communication model?
 - a. Interactive and conversational
 - b. Electronic and print
 - c. Technical and instantaneous
 - d. Relaxed and unrestricted
8. The information technology paradox means that.....
 - a. Communication tools can sometimes waste more time than they save
 - b. Computers lose as much information as they save
 - c. People are no longer needed to create messages
 - d. Technology isn't as expensive as it used to be

9. Ethical communication.....
- is the same thing as legal communication
 - costs more because there are so many rules to consider
 - is important only for companies that sell to consumers rather than to other businesses
 - includes all relevant information, is true in every sense, and is not deceptive in any way
10. Which of the following is not a benefit of using social media for business communication?
- Social media are "out in the open," so messages are easier for managers to monitor and control.
 - Social media help erase geographic and organization boundaries.
 - Social media give customers an easy way to voice their opinions and concerns.
 - Social media can help "faceless" companies adopt a more human, conversational tone.
11. If you're giving an important presentation and notice that many of the audience members look away when you try to make momentary eye contact, which one of the followings is most likely to go on?
- These audience members don't want to challenge your authority by making direct eye contact.
 - You work with a lot of shy people.
 - The information you're presenting is making your audience uncomfortable in some way.
 - The audience is taking time to carefully think about the information you're presenting.
12. If you don't agree to something the speaker says in a large, formal meeting, the best response is to.....
- signal your disagreement by folding your arms across your chest and staring defiantly back at the speaker
 - use your mobile phone to begin sending text messages to other people in the room, explaining why the speaker is wrong
 - immediately challenge the speaker so that the misinformation is caught and corrected
 - quietly make a note of your objections and wait until a question-and-answer period to raise your hand
13. Which of the following is the best characterization of etiquette in today's business environment?
- Business etiquette is impossible to generalize because every company has its own culture; you have to make it up as you go along.
 - With ferocious international competition and constant financial pressure, etiquette is an old-fashioned luxury that businesses simply can't afford today.
 - Ethical businesspeople don't need to worry directly about etiquette because ethical behavior automatically leads to good etiquette.
 - Etiquette plays an important part in the process of forming and maintaining successful business relationships.
14. If you forgot to shut off your mobile phone before stepping into a business meeting and you receive a call during the meeting, the most appropriate thing to do is to.....
- lower your voice to protect the privacy of your phone conversation
 - answer the phone and then quickly hang it up to minimize the disruption to the meeting
 - excuse yourself from the meeting and find a quiet place to talk
 - continue to participate in the meeting while taking the call; this shows everyone that you're an effective multitasker
15. A good way to achieve a businesslike tone in your messages is to.....
- use formal business terminology, such as "in re your letter of the 18th"
 - brag about your company
 - use a conversational style that is not intimate or chatty
 - use plenty of humor

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You are required to answer in your own words as far as practicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any eight questions.

1. Explain the process of communication. (5)
2. Explain the various barriers in communication and suggest the ways of overcoming them. (2+3)
3. Make a list of confusing words and words likely to be misspelt in English. (2.5+2.5)
4. Why is it important to be careful about grammar in business communication? Explain with examples (5)
5. What is an E-mail? What techniques should be applied while writing an e-mail effectively? (2+3)
6. Why would you write a letter of inquiry? Answer with an example. (5)
7. Explain any five essential components of a letter. (5)
8. What are the distinct components of proposal? Explain. (5)
9. What roles do the courteous words play in any workplace? (5)
10. What is meeting? Discuss the various etiquettes to be followed in a meeting. (2+3)

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any three questions.

11. Explain the 7Cs' of communication with examples. (10)
12. Explain the various steps of report writing. (10)
13. How can you improve the skill of reading, writing, speaking and listening? (10)
14. Distinguish between good and bad news letter with suitable examples of each. (10)
15. What is business manner? Why is it important to dress up properly in the workplace? (2+8)

SECTION D: CASE STUDY (15 MARKS)

16. *Read a case given below and answer the following questions.*

As a composer, game designer, photographer, programmer, and website developer, Jefferson Rabb epitomizes the "multi" in multimedia. For all the technical and creative skills he brings, however, Rabb's work never loses sight of audiences and their desire to be informed and entertained when they visit a website. Rabb's career history includes stints at MTV.com and Sephora.com, but most of his current work as an independent designer involves projects in the publishing industry. The bestselling authors he has helped bring to the web include Dan Brown, Gary Shteyngart, Jhumpa Lahiri, Laura Hillenbrand, and Anita Shreve. For every project, Rabb starts his design work with an in-depth analysis of the audience. The questions he asks about site visitors include their familiarity with the author's work, the range of their reading interests, and their general demographics. He also wants to know whether a site needs to serve book reviewers, bookstore buyers, and other industry professionals, in addition to readers. With some insight into who the target visitors are, Rabb puts himself in their place and imagines the knowledge and experiences they hope to gain during their visits. These needs can vary from biographical information about the author to multimedia exhibits (such as video interviews and photographs depicting locations

mentioned in a book) to complex games that extend a novel's storylines. Rabb makes a point to find compelling visual connections between a book and a website, too, such as basing the design of the site for Shteyngart's *Super Sad True Love Story* on the portable communication device featured in the story. Completing the multimedia experience, he often composes music to create a specific mood that reflects the themes of a book.

Questions:

- a. How can you apply Rabb's strategy of combining methodical analysis with a creative design and implementation in your own proposed business? (4)
- b. If you were to start your website for your business what strategies would you adopt besides the strategies mentioned in this case study? (4)
- c. What is the role of communication for a successful business? (4)
- d. Do you think that Rabb should diversify his business? Give reasons. (3)

THE END

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SEMESTER – II

R.No.

Subject: Business Statistics-I
Full Marks: 100 Pass Marks: 50

Course Code: MGT 322
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. The father of statistics is
 - a. R.A. Fisher
 - b. Karl Pearson
 - c. A.B. Bowley
 - d. Secrist
2. Statistics deals with.....
 - a. quantitative information
 - b. qualitative information
 - c. both (a) and (b)
 - d. none of (a) and (b)
3. Statistical results are.....
 - a. absolutely correct
 - b. true on average
 - c. not true
 - d. universally true
4. Pie-Chart represents the components of a factor by.....
 - a. percentages
 - b. angles
 - c. sectors
 - d. circles
5. Which one of the following relations among the location parameters does not hold?
 - a. $Q_2 = \text{Median}$
 - b. $P_{50} = \text{Median}$
 - c. $D_5 = \text{Median}$
 - d. $D_6 = \text{Median}$
6. What is the value of the first quartile for observation 15, 18, 10, 20, 23, 28, 12, 16?
 - a. 17
 - b. 12
 - c. 12.75
 - d. 16
7. Which one of the followings is not a measure of dispersion?
 - a. Mean deviation
 - b. Average deviation from mean
 - c. Quartile deviation
 - d. Standard deviation
8. Which one of the followings is a unit less measure of dispersion?
 - a. Standard deviation
 - b. Mean deviation
 - c. Coefficient of variation
 - d. Range
9. Probability can take values.....
 - a. $-\infty$ to ∞
 - b. $-\infty$ to 1
 - c. -1 to 1
 - d. 0 to 1
10. The outcomes of tossing a coin three times are a variable of the type.....
 - a. discrete random variable
 - b. continuous random variable
 - c. discrete as well as continuous
 - d. neither discrete nor continuous
11. Mathematical expectation of random variable X is nothing but it is.....
 - a. median
 - b. mean
 - c. standard deviation
 - d. none of them
12. Estimate and estimator are.....
 - a. synonyms
 - b. related to population
 - c. different
 - d. none of the above

13. If X and Y are two random variables, such that.....
- a. $E(aX + bY) = E(aX)$
 - b. $E(aX + bY) = E(bY)$
 - c. $E(aX + bY) = E(X) + E(Y)$
 - d. $E(aX + bY) = aE(X) + bE(Y)$
14. Whether a test is one sided or two sided, it depends on.....
- a. null hypothesis
 - b. alternative hypothesis
 - c. composite hypothesis
 - d. simple hypothesis
15. A wrong decision about H_0 leads to.....
- a. four kinds of error
 - b. three kinds of error
 - c. two kinds of error
 - d. one kinds of error

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Subject: Business Statistics-I

Full Marks: 100 Pass Marks: 50

Course Code: MGT 322

Time: 3:00 Hours

You are required to answer in your own words as far as practicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any eight questions.

1. Define primary and secondary data and distinguish between them.
2. What is the role of Statistics in business and industry?
3. Draw a pie chart representing the following data showing export of a garment company in 1984.

Country	USA	UK	Australia	France	Others	Total
Year 1984	530	83	55	48	24	740

4. The average salary of all 100 employees of a factory was Rs. 12000. The average salary of male workers was Rs. 15000. What will be the salary of 40 female employees?
5. What do you mean by Skewness? Calculate Karl Pearson's coefficient of Skewness from the following distribution, also interpret your result.

X	5	10	15	20	30
F	1	2	7	3	2

6. The following are the monthly salaries in rupees of 20 employees of a firm:
130, 62, 145, 118, 125, 76, 151, 142, 110, 98, 65, 116, 100, 103, 71, 85, 80, 122, 132, 95
The firm gives bonuses of Rs. 10, 15, 20, 25 and 30 for individuals in the respective salary group exceeding Rs.60 but not exceeding Rs.80, exceeding 80 but not exceeding 100 and so on up to exceeding Rs.140 but not exceeding Rs.160. Find the average bonus paid per employee.
7. For a group of 200 candidates, the mean and standard deviation were found to be 40 and 15. Later on, it was discovered that the score 53 was misread as 35. Find the correct mean and standard deviation corresponding to the corrected figures.
8. Make a Box- and – Whisker Plot of the data regarding the length of a famous Nepalese song.
173, 206, 179, 257, 198, 251, 239, 295, 281, 261, 246.
9. A problem in statistics is given to three students A, B and C whose chances of solving it are $\frac{1}{3}$, $\frac{1}{4}$ and $\frac{1}{5}$ respectively. Find the probability that
 - a. The problem will be solved.
 - b. Only one of them can solve the problem.
10. The weight in pounds at birth of sample of 10 babies born in a hospital are given below:

6	7	8	7	5
8	9	6	5	7

Construct a 95% confidence intervals for the mean weight at birth of all such babies in the population.

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any three questions.

11. From the following distribution of marks of 500 students of a campus, find the minimum pass mark if only 20% of the students had failed and also find the minimum marks obtained by the top 25% of the students. (5+5)

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of students	50	100	150	90	60	50

12. Forty five percent of the Nepalese workers going aboard are illegal. If there is a sample of six Nepalese workers' going aboard, what is the probability?
- Three are illegal
 - All are legal
 - At least one is legal
13. There are three machines A, B and C producing 1000, 2000 and 3000 articles per hour respectively. These machines are known to be producing 1%, 2% and 3% defectives respectively. One article is selected at random from an hour production of the three machines and found to be defective. What is the probability that the article is produced from:
- Machine A
 - Machine B, and
 - Machine C

14. A sample of 60 cars of two Makes P and Q, is taken and their average running life in years is recorded as follows:

Life (Years)	0-2	2-4	4-6	6-8	8-10
Make P	8	12	22	14	4
Make Q	10	14	19	12	5

- Find the mean life of each Make.
 - Which might be show the greater consistency in performance and why?
15. From the following table showing the marks distribution in a certain class,

Marks	0-20	20-40	40-60	60-80	80-100
Students	12	18	36	24	10

Determine,

- The highest marks obtained by bottom 40% of the students.
- The lowest marks obtained by top 40% students.
- Limit of marks for the middle 50% of students.

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions.

For a random sample of 10 pigs fed on diet A, the increase in weight(in lbs) in a certain period were 10, 17, 13, 12, 9, 8, 14, 15, 6 and 16. For another random sample of 12 pigs fed on diet B, the increase in weight in the same period were 14, 18, 8, 21, 23, 10, 17, 12, 22, 15, 7 and 13. Test whether diets A and B differ significantly as regards their effect on increase in weight.

THE END

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE UP EXAMINATION 2077
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – II

R.No.

Subject: Financial Management-I
Full Marks: 100 Pass Marks: 50

Course Code: MGT 323
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. Finance functions are related to.....
 - a. planning for funds
 - b. raising of funds
 - c. allocation of resources
 - d. all of above
2. Which one of the following statements is correct regarding profit maximization as the primary goal of the firm?
 - a. Profit maximization considers the firm's risk level
 - b. Profit maximization will not lead to increasing short-term profits at the expense of lowering expected future profits
 - c. Profit maximization considers the impact on individual shareholder's EPS
 - d. Profit maximization is concerned more with maximizing net income than the stock price
3. If the present value of cash inflows are greater than the present value of cash outflows, the project would be.....
 - a. accepted
 - b. rejected with condition
 - c. rejected with approval
 - d. rejected
4. security is known as variable income security.
 - a. Debentures
 - b. Preference shares
 - c. Equity shares
 - d. None of these
5. Long term finance is required for
 - a. current assets
 - b. fixed assets
 - c. intangible assets
 - d. none of these
6. In 2 years you are to receive Rs.10, 000. If the interest rate suddenly decreases, the present value of that future amount to you will.....
 - a. fall
 - b. rise
 - c. remain unchanged
 - d. cannot be determined
7. The project can be selected if its profitability index is more than:
 - a. 0
 - b. 1
 - c. 10
 - d. 100
8. Permanent working capital.....
 - a. varies with seasonal needs
 - b. includes fixed assets
 - c. is the amount of current assets required to meet a firm's long-term minimum needs
 - d. includes accounts payable
9. A common measure of indebtedness is the.....
 - a. debt ratio
 - b. profitability ratio
 - c. turnover ratio
 - d. market value ratio

10. Preferred stock has all of the following characteristics except:
- Fixed dividend
 - The cumulative right to annual dividend
 - Precedence over common stock dividends
 - Residual claim to income
11. Agency relationship examines the:
- Relationship between the owners and managers of the firm
 - insurability of the firm's assets
 - relationship between dividend policy and firm value
 - value of the firm relative to other firms in the industry
12. The statement of cash flows measures.....
- measures changes in net income over time
 - the receipt and disbursement of funds of the firm
 - the assets of the firm and the means by which they are financed
 - the emphasizes of the critical nature of the firm's cash flows
13. The value of a share of common stock may be thought of as.....
- perpetuity
 - an annuity
 - a present value of a perpetuity
 - the present value of expected future dividends
14. Under a preemptive right provision.....
- a holders of common stock must be given the first option to purchase new shares
 - common shareholders have a preemptive rights to dividends
 - preferred shareholders have a first option on new common shares
 - dilution of existing positions is encouraged
15. The projects become mutually exclusive when:
- The function of two projects are different
 - The function of two projects are the same
 - If two projects are not depended with each other
 - None of above

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Full Marks: 100

Pass Marks: 50

Course Code: MGT 323

Time: 3:00 Hours

You are required to answer in your own words as far as practicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any eight questions.

1. What are the limitations in using financial ratios for evaluating financial performance of the firm?
2. Define financial management? What are the objectives of financial management?
3. What is net present value? What are the merits of net present value?
4. What are the motives for holding cash?
5. KTM has ROA of 10 percent, a profit margin of 2 percent and return on equity of 15 percent. What is the company's total assets turnover? What is firm's equity multiplier?
6. An investment pays you Rs 100 at the end of the next 3 years. The investment will then pay Rs 200 at the end of year 4, Rs 300 at the end of year 5 and Rs 500 at the end of year 6. If the rate of interest earned on the investment is 8 percent, what is its present value? What is its future value?
7. The following information for inventory purchase and storage cost has been provided for M&J company.
Order must be placed in multiples of 100 units.
Requirements for the year are 180000 units. (Use 50 weeks in a year for calculation.)
The purchase price per unit is Rs 2.
Carrying cost is 50 percent of the purchase price of goods.
The cost per order placed is Rs 400.
Desired safety stock is 10,000 units.
One week is required for delivery.
 - a. What is the most economic order quantity?
 - b. What is the optimal number of orders to be placed?
 - c. At what inventory level should a reorder be made?
8. Hart enterprises recently paid a dividend of Rs. 1.25. The company expects to have supernormal growth of 20 percent for 2 years before the dividend is expected to grow at a constant rate of 5 percent. The firm's cost of equity is 10 percent.
 - a. What year is the terminal or horizon date (supernormal Period)?
 - b. What is the firm's horizon value (Value of stock at the end of supernormal period)?
 - c. What is the firm's intrinsic value of stock?
9. Heritage Craft Company has an inventory turnover ratio of 9 times, and account receivable turnover ratio of 12 times. An account payable is paid in 20 days. The company spends Rs 12 million operating cycle investment each year. Assume a 360 day year.
 - a. Calculate company's cash conversion cycle.
 - b. Estimate the amount of financing required to support the company's cash conversion cycle.
10. Calculate the value of the following preferred stock.
 - a. A preferred stock pays dividend of Rs 15 per share. Investor' required rate of return is 12 percent.
 - b. A preferred stock which has the dividend rate of 18 percent on a Rs 100 par value. The appropriate discount rate for a stock of this risk level is 15 percent.

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any three questions.

11. Compare between wealth maximization and profit maximization goals. Which goal would you like to recommend and why?