Nov-25 – 01 -0461

B.B.A. Sem. -5 (NEP) Examination

November -2025

Consumer Behaviour MS23MJDSCBBA501

Total Marks : 50 **Time : 2½ Hours**

Que. 1 Explain Various applications of Consumer Behaviour. **10**

OR

Que. 1 Explain buyer decision making process in brief.

Que. 2 Discuss various elements of consumer learning. **10**

OR

Que. 2 Write a short notes on needs on Motivation.

Que. 3 Write a short notes on Social Class and Lifestyle. **10**

OR

Que. 3 Explain role of culture in consumer buying behaviour.

Que. 4 Discuss Hawkins stern impulse buying model. **10**

OR

Que. 4 Elaborate the process of diffusion.

OR

Que. 5 **Define/Explain the following.** **10**

1. Consumer Behaviour
2. Learning
3. Perception
4. Attitude
5. Cognitive learning.

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B.B.A. Sem. -5 (NEP) Examination

November -2025

Financial Analysis and Valuation MS23MJDSCBBA501-C

Total Marks : 50 **Time : 2½ Hours**

Que. 1 **A.** Discuss Equity capital with its advantages. **05**

B. Explain Over Capitalisation with its merits. **05**

OR

Que. 1 **A.** Discuss Preference share capital with its advantages. **05**

B. What is Under Capitalisation. Explain its remedies. **05**

Que. 2 The following is the Balance Sheet of VSP Ltd. as on 31-3-2025. calculate the following ratios (360 days to be taken for the year). Sales 2,00,000; Net Profits Rs. 40,000. (1) Net Profit Ratio (2) Current Ratio (3) Proprietary Ratio (4) Debtors Ratio (5) Working **10**

(2) Capital Turnover.

Balance Sheet as on 31-3-2025

Liabilities	Rs.	Assets	Rs.
Creditors	16,000	Cash at Bank	26,000
Bills Payable	6,000	Debtors	11,000
Debenture	1,00,000	Stock	50,000
Reserve and Profits	69,000	Bills Receivable	4,000
Paid up Capital	1,00,000	Fixed Assets	2,00,000
Total	**2,91,000**	**Total**	**2,91,000**

OR

Que. 2 **A.** Discuss advantages of ratio analysis. **05**

B. Write a note on Profitability Ratio. **05**

Que. 3 **A.** Discuss Significance of Capital Budgeting. **05**

B. Write a steps of Capital Budgeting Decision. **05**

OR

Que. 3 The VSP Company is considering an investment proposal to install a new machine. The project will cost Rs. 50,000 and will have 5 years' life and no salvage value. Tax rate is 50%, company follow straight line method of depreciation. The Net Earning Before Depreciation and Tax is as follow. **10**

Year	1	2	3	4	5
EBDT (Rs.)	11,000	11,000	14,000	15,000	25,000

Evaluate the project using: (a) PBP (b) ARR (c) NPV@10% (d) PI@10%

Que. 4 Determine the working required to finance a level of activity of 52000 units of output for a year. The cost structure is as under: **10**

Cost per unit (Rs.): Raw Materials [illegible] Direct labour 15: overhead (excluding depreciation Rs.10) 30: Profit Rs. 30: selling Price Rs. 115

Additional Information

Minimum desired cash balance is Rs. 12500; Raw materials are held in stock on an average for one month; work in progress (assume 50% completion stage) will approximate to half-a-month production; Finished goods remain in warehouse- on an average for a month; suppliers of materials extend a month's credit and debtors are provided 2 months credit. The cash sales are 50% of total sales; there is a time lag in payment of wages is half month And time lag in payment of overhead expenses is one month.

OR

Que. 4 **A.** Explain factors affecting working capital. **05**

B. If Current Assets = 10,00,000 current Liabilities 5,00,000 and Core Current Assets 2,50,000. Calculate all three methods of MPBF of Tandon Committee. **05**

Que. 5 **Write a Correct Answer.** **10**

What type of capital rep resents ownership in a company?

A. Debentures **B.** Equity Capital

C. Term Loans **D.** Preference Capital

2. Under capitalization refers to:

A. Excessive capital in the business **B.** Insufficient capital for operations

C. Equal capitalization and assets **D.** High debt equity ratio

3. Which capital type is the cheapest source of funds?

A. Term Loan **B.** Debentures

C. Equity Capital **D.** Retained Earnings

4. Earnings Per Share (EPS) is computed as:

A. Net profit divided by number of shares

B. Gross profit divided by sales

C. Dividend paid to shareholders

D. Market price per share

5. Stock turnover is 5 times per year, and average stock is ₹50,000. What are the cost of goods sold (COGS)?

A. Rs. 250,000 **B.** Rs. 100,000

C. Rs. 75,000 **D.** Rs. 200,000

6. Capital budgeting helps in

A. Short-term financial decisions **B.** Long-term investment decisions

C. Working capital estimation **D.** Dividend policy

7. If total projected earnings are Rs.160,000 for 4 years and initial investment Rs.200,000, ARR is:

A. 15% **B.** 20% **C.** 25% **D.** 30%

8. Adequate working capital is necessary to:

A. Buy fixed assets **B.** Maintain day to day operations

C. Pay dividends **D.** Expand business

9. The maximum permissible bank finance is determined based on:

A. Fixed assets only **B.** Current assets

C. Working capital cycle **D.** Profitability

10. Current Ratio is 2 and current liabilities are 100.000 Calculate current assets

A. Rs.1,00,000 **B.** Rs. 1,50,000 **C.** Rs.2,00,000 **D.** Rs.2,50,000

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B.B.A. Sem. -5 (NEP) Examination

November -2025

Holistic HRM: Aligning IKS and Organizational MS23MJDSCBBA501-EIKS

Total Marks : 50 **Time : 2½ Hours**

Que. 1 Discuss benefits of Yoga and Meditation for employees. **10**

OR

Que. 1 Explain Dharma, Artha, Kama and Moksha with respect to work Life Balance.

Que. 2 Discuss our constitution Preamble - Justice, Liberty, Equality, Fraternity. **10**

OR

Que. 2 Briefly explain significant rights recognized under Article 21.

Que. 3 Discuss Tata Code of Conduct (TCoC). **10**

OR

Que. 3 Discuss Indian Examples of Ethical Leadership and Brand Value.

Que. 4 Explain Qualities of Ideal Leaders Mahatma Gandhi and Pramukh Swami Maharaj. **10**

OR

Que. 4 Discuss Shivaji's Leadership Style.

OR

Que. 5 **Write a correct answer.** **10**

1. Which breathing exercise is used in yoga?
   A. Pranayama **B.** Asthma **C.** Cardio **D.** Swimming
2. How many Doshas are there in Ayurveda?
   A. Two **B.** Three **C.** Four **D.** Five
3. When did Tata introduce the eight-hour workday?
   A. 1900 **B.** 1912 **C.** 1947 **D.** 2000
4. What does diversity in the workplace mean?
   A. Same backgrounds only
   B. All people from one region
   C. Many different backgrounds and ideas
   D. Only students
5. Social justice means:
   A. Focusing on profits only
   B. No rules in the office
   C. Treating everyone fairly in society
   D. Only friends matter

6. Article 15 fights against:

A. Fast food

B. Discrimination by religion, race, caste, sex, place of bir

C. Homework

D. Travelling

7. What does Ahimsa mean?

A. Using weapons

B. Non-violence

C. Angry speech

D. Moving fast

8. Infosys is famous for:

A. Less transparency

B. Ethical governance and transparency

C. Football team

D. Only tech gadgets

9. Who created the Saptanga leadership model?

A. Gandhi

B. Kautilya

C. Ashoka

D. Kalidas

10. What principle did Pramukh Swami Maharaj always practice?

A. Ignoring problems

B. Selfless service

C. Short meetings

D. Making profit

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B.B.A. Sem. -5 (NEP) Examination

November -2025

Business Research Methodology- I MS23MJDSCBBA502

Total Marks : 50 **Time : 2½ Hours**

Instruction: Figures on the right side indicates marks

Que. 1	Define Research and explain research process.	**10**
	OR	
Que. 1	Explain types of research in detail.	
Que. 2	Define research design and explain features of good research design.	**10**
	OR	
Que. 2	Explain different types of measurement scale with examples.	
Que. 3	Give difference between population study and sample study.	**10**
	OR	
Que. 3	Explain types of sampling methods.	
Que. 4	Give difference between primary data and secondary data	**10**
	OR	
Que. 4	Discuss mechanisms and precautions for writing research report	
	OR	**10**
Que. 5	**Write short notes of the following (any two):**	

1. Objectives of research
2. Types of research design
3. Features of good sample
4. Layout of research report

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B.B.A. Sem. -5 (NEP) Examination

November -2025

Business Laws and Ethics MS23MIDSCBBA502-A

Total Marks : 50 **Time : 2½ Hours**

Instruction: Figures on the right side indicates marks

Que. 1	Write down the essential element of a Contract	**10**
	OR	
Que. 1	Write a detail notes on Consumer Protection Act 1986.	
Que. 2	Explain the objective and features of Factories Act 1948.	**10**
	OR	
Que. 2	Rights, duties and Liabilities of Partners.	
Que. 3	Write down the Seven Principles of Public Life.	**10**
	OR	
Que. 3	What is Unethical Behaviour? Discuss the consequences of Unethical Behaviour.	
Que. 4	Management and Leadership Lessons from Srimad Bhagvad Geeta.	**10**
	OR	
Que. 4	Describe the modern ideas on management strategies from Srimad Bhagva Geeta's	
Que. 5	**Write a note on: (Any Two)**	**10**

1. Bailment and Pledge.
2. Formation of Partnership.
3. Difference between Laws and Ethics.
4. Conflict of Interest.

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Nov-25 – 01 -0469
B.B.A. Sem. -5 (NEP) Examination
November -2025
Small Business Management MS23SECBBA506

Total Marks : 25 **Time : 2 Hours**

Instruction: Figures on the right side indicates marks

Que. 1 Meaning of Small Business. Discuss its characteristics. **10**

OR

Que. 1 Define Small Business? Discuss its Advantages and Disadvantages.

Que. 2 Discuss Types of Small Business. **10**

OR

Que. 2 Define Entrepreneur. Discuss Entrepreneurial Process.

Que. 3 **Multiple Choice Questions.** **05**

1. What is one major role of small businesses in the economy?
   - **A.** Increasing government spending
   - **B.** Reducing competition
   - **C.** Creating jobs and stimulating innovation
   - **D.** Reducing international trade
2. Which of the following is a common characteristic of successful entrepreneurs?
   - **A.** Risk aversion
   - **B.** Fear of failure
   - **C.** Innovation and proactiveness
   - **D.** Dependence on others
3. A retail business primarily deals with:
   - **A.** Manufacturing goods
   - **B.** Providing services to other businesses
   - **C.** Selling goods directly to consumers
   - **D.** Offering software solutions
4. 4. Which financial document lists a business's assets, liabilities, and equity?
   - **A.** Income statement
   - **B.** Cash flow statement
   - **C.** Balance sheet
   - **D.** Tax return
5. What is the purpose of budgeting in a small business?
   - **A.** Avoiding taxes
   - **B.** Reducing employee salaries
   - **C.** Planning and controlling financial resources
   - **D.** Eliminating expenses