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B.B.A. Sem. –III (NEP Course) Examination
November -2025
Health and Wellness - MS23IKSDSCBBA-305

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

Que. 1 Explain the concept of wellness and its importance in modern society. **10**

OR

Que. 1 Describe the role of media in promoting health and wellness in society. **10**

Que. 2 Discuss the benefits of physical fitness and its types. **10**

OR

Explain why sleep is important for maintaing physical and mental health. **10**

Que. 3 **Give the answer the following.** **05**

1. Health is defined by____ as a state of complete physical, mental and social well-being. (Choice WHO, UNESCO)
2. _____Health includes our emotions and psychological state. (Choice Mental, Physical)
3. The ____ is important for promoting public awareness about health. (Choice: Media, Government)
4. Diabetes is an example of a____ disease.
   (Choice: Metabolic, Genetic)
5. ____Is known for helping in the management of stress and anxiety. (Choice: Meditation, Advertising)

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B.B.A. Sem. –III (NEP Course) Examination

November -2025

Business Correspondence - I - MS23AECDSCBBA-304

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

Que. 1 Draft a Committee Report of Employee Satisfaction at Tata Consultancy Services. **10**

OR

Que. 1 Prepare a Feasibility Report for New Lenskart (eye wear) Store in your City. **10**

Que. 2 **Discuss the following (Any Five)** **10**

1. IFSC
2. Footnote
3. KYC
4. Acknowledgement
5. GST
6. Bibliography

Que. 3 **Do as Directed (Any Five)** **05**

1. List common Points for performance analysis report of Electric Bike
2. Discuss ANNEXURE
3. Performance analysis report can be prepared for store/product/company. (True/False)
4. Give full name for CIF
5. Give full name for FAQ
6. Give full name for NFO

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B.B.A. Sem. –III (NEP Course) Examination

November -2025

Marketing Management - MS23MJDSCBBA-301B

Total Marks : 50 **Time : 2½ Hours**

Instruction: Figures on the right side indicate marks.

Que. 1	Explain New product development process with example.	**10**
	OR	
Que. 1	Briefly discuss Product mix with example.	**10**
Que. 2	Discuss stages of product life cycle and its strategies.	**10**
	OR	
Que. 2	Discuss objectives of pricing and list out factors affecting it.	**10**
Que. 3	Discuss different compensation plans models for sales force.	**10**
	OR	
	Discuss types of channels and reasons to select channel.	**10**
Que. 4	Define advertising and discuss its objectives.	**10**
	OR	
Que. 4	Discuss personal selling and factors affecting to it.	**10**
Que. 5	**Write short note. (Any two)**	**10**

1. Labeling.
2. Pricing strategies
3. Sales force training
4. Branding
5. Public relation

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B.B.A. Sem. –III (NEP Course) Examination

November -2025

Cost Accounting MS23MJDSCBBA-301A

Total Marks : 50 **Time : 2½ Hours**

Que. 1 What is meant by Cost Accounting? Discuss the advantages of cost accounting? **10**

OR

Que. 1 From the following information of Umiya manufacturing company. Prepared Statement showing the cost of material, labour, work cost, Total cost, Percentage of works overheads to productive wages and the Percentage of office overheads to work cost. **10**

Particulars		Amount
Stock on 1st April 2023:		
Finishing Goods	38,000	
Raw Materials	12,800	50,800
Purchases		2,92,000
Production wages		1,98,800
Sales		5,92,000
Work Overheads		43,736
Office Overheads		35,524
Stock on 31 March 2024:		
Finishing Goods	30,000	
Raw Materials	13,600	43,600

What Price should the Company quote to manufacturer a machine which, it is estimated, will require an expenditure of Rs. 20,000 on Materials and Rs. 12,000 on wages, So as to yield a Net profit of 20% on the Selling Price?

Que. 2 In Maruti Engineering Company, the following particulars have been extracted for the quarter ended 31 March 2024. **10**

Particulars	Production Departments			Service Departments	
	A	B	C	X	Y
Direct Wages Rs.	30,000	45,000	60,000	15,000	30,000
Direct Materials Rs.	15.000	30,000	30,000	22,500	22,500
No. of employees	1,500	2,250	2,250	750	750
Electricity (kwh)	6,000	4,500	3,000	1,500	1,500
Value of Assets Rs.	60,000	40,000	30,000	10,000	10,000
Light points (No)	10	16	4	6	4
Area (Sq. Mtrs.)	150	250	50	50	50

The expenses for the period were:

Particulars	Rs.
Power	1,100
Lighting	200
Stores overhead	800
Staff welfare	3,000
Depreciation	30,000
Repairs	6,000

General overheads	12,000
Rent and taxes	550

Apportion the expenses of department (Y) according to direct wages and those of departments (X) in the ratio of 5:3:2 to the production departments.

Compute the departmental overhead rate of each of the production departments, assuming that overheads are recovered as a percentage of direct wages.

OR

Que. 2 Calculate the machine hour rate for machine No. 201 from the following information: **10**

- Working hours of Machine is 2,000.
- Cost of machine Rs. 1,10,00.
- Estimated Scrap value 10,000 for 10 years life.
- Fix expenses Rs. 3.5 per Machine hours.
- Repairs and maintenance 60% of Dep.
- Consumption in power is 10 unit
- Per hour rate per unit is Rs. 0.35.

Que. 3 Data relating to cost of a factory are as follows: **10**

Input kg.	Standard	Rs.	Input kg.	Actual	Rs.
500	Material at Rs. 39 per kg	19,500	500	Material at Rs. 42 per kg	21,000
	Labour 4000 hours at Rs. 1.50 per hour	6,000		Labour 4000 hours at Rs. 1.60 per hour	6,400
20	Normal loss		40	Actual loss	
480	Output	25,500	460		27,400

Calculate:

(1). Material Cost Variance

(2). Material Price Variance

(3). Material Yield Variance

(4). Labour Cost Variance

(5). Wage Rate Variance

(6). Labour Yield Variance

OR

Que. 3 What is Standard Costing? Explain its Benefits and Limitations. **10**

Que. 4 The budget officer of Ramdut Co. Ltd. has prepared budget for the incoming year and the following information available from it.: **10**

Sales (1,00,000 units)	1,00,000
Variable Expenses	40,000
Fixed Expenses	50,000

From the above-mentioned information find out (I). Profit Volume Ratio (II). Break-even point and (III). Margin of Safety and how these three will be affected in the following's circumstances.

(A). Increases of 20% in number of units sold.

(B). Increases of 5% in variable cost.

(C). Increases of 10% in fixed cost.

(D). Increases of 10% in selling price and decreases in units of sale by 20%.

OR

Que. 4 The following is the information of a business unit.: **10**

Year	Sales (Rs.)	Profit (Rs.)
2023	1,00,000	10,000
2024	1,20,000	14,000

From the above-mentioned information calculate:

(1). P/V Ratio.

(2). Profit where sales are Rs. 90,000 and Rs. 40,000.

(3). Sales to earn profit of Rs. 20,000.

(4). Fixed Expenses.

(5). Break-even point.

Que. 5 **Multiple Choice Questions.** **10**

Which of the following is not an element of cost?

A. Direct Labour B. Factory Rent

C. Raw Materials D. Marketing Expenses

2. Which of the following is considered a fixed cost?

A. Direct Labour B. Insurance premiums for machine

C. Raw Materials D. Sales Commissions

3. Which of the following is not a classification of overheads?

A. Factory Overheads B. Selling Overheads

C. Administrative Overheads D. Direct Material Costs

4. When overheads are incurred by a company but not fully absorbed, this situation is called.

A. Over absorption B. Full absorption

C. Under absorption D. Apportioned overheads

Contribution=............

A. SP + VC B. SP - VC

C. Fixed cost + Variable Cost D. None of these

6. Contribution= Recovery of fixed Costs.

A. True B. False

C. Fixed cost D. None of these

7. Material Cost Variance.......

A. $(AQ \times AP)$ B. $(SQ \times SP) - (AQ \times AP)$

C. $(AQ - AP)$ D. None of these

Wage Rate Variance......

A. $(AQ \times AP)$ B. $AH(SR - AR)$

C. $(AQ + AP)$ D. None of these

If P/V Ratio is 50%, Margin of safety is 30% and Sales is Rs. 1,00,000, then fixed costs will be

A. Rs 30,000 B. Rs 70,000

C. Rs 35,000 D. Rs 15,000

10. Labour Idle Time Variance will always be.

A. Favourable B. Adverse

C. Controllable D. None of these

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B.B.A. Sem. –III (NEP Course) Examination

November -2025

Financial Management MS23MJDSCBBA-301

Total Marks : 50 **Time : 2½ Hours**

Que. 1 **A.** Define the scope of financial management in modern business. **05**

B. Discuss Preference Share capital and its merits & demerits. **05**

OR

Que. 1 **A.** Describe the main financial decisions in an organization. **05**

B. Write a note on Retained Earnings as a source of financing. **05**

Que. 2 **A.** Differentiate between simple interest and compound interest with examples. **05**

B. Find the present value of Rs. 75,000 due after 6 years if the rate of discount is 12%. **05**

OR

Que. 2 **A.** An investment offers 10% nominal rate compounded Quarterly. Find the effective rate of interest and then calculate the doubling period for the investment. **05**

B. A loan of Rs. 60,000 is to be repaid in four equal annual instalments with 9% interest. Calculate the instalment amount. **05**

Que. 3 **A.** If Face value is 1000, coupon rate is 12% and maturity is 6 years, then prove Bond valuation theorem-1. **05**

B. A company paid last year dividend Rs. 3 per share the required rate of return is 14% and the dividend will grow at 12% for 3 years then 8% forever. Find the value of share. **05**

OR

Que. 3 **A.** A 10 years bond of Rs. 1000 has coupon rate is 13%. If the required rate of interest is 15%. What will be the value of bond if interest rate is paid (a) annually (b) Quarterly. **05**

B. Vedanta ltd is currently selling at Rs. 64 per share. The dividend expected rate is Rs. 4 per share. Required rate of return on this stock is 14% assume that the constant growth model applied by Vedanta ltd. what is expected growth rate of Vedanta ltd? **05**

Que. 4 **A.** Explain Operating, Financial and Combined Leverage in detail. **05**

B. X,Y,Z limited has a total capitalization of Rs. 10,00,000 consisting entirely equity capital (Rs.10 each share). It is planning to raise and additional funds of Rs. 5,00,000 for implementing capital budgeting project there are two alternatives available to the company. **05**

(i) Entire equity share capital by issue of shares.

(ii) Entire amount by debt at10% interest.

The company is in the tax bracket of 50%, calculate in difference point.

OR

Que. 4 **A.** Discuss the objectives of financial planning in an organization. **05**

B. The following data is related to Vedant Ltd. **05**

Sale = 300000, Variable cost (40%) = 120000, Contribution = 180000, Fixed Cost = 90000, EBIT= 90000, Interest= 30000, Taxable Income= 60000

Compute all leverages. Using the concept of leverage (i) Compute % change in EBIT if 20% change in sales (ii) Compute % change in Taxable income if 10% change in sales

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

1. ______ is the process of planning, organizing, and controlling financial activities in a firm. (Financial management / Marketing management)
2. The concept of time value of money is based on the principle that a rupee today is worth _____ than a rupee tomorrow. (more / less)
3. Dividend on equity shares is usually_____. (variable / fixed)
4. EBIT-EPS analysis is used for making____ decisions. (financing / marketing)
5. Leverage indicates the impact of fixed costs on_____. (profitability / liquidity)
6. Equity capital represents ownership in a business. (True / False)
7. The effective rate of interest is always higher than the nominal rate in case of compounding. (True / False)
8. Zero coupon bonds pay interest regularly. (True / False)
9. Financial planning ignores leverage concepts. (True / False)
10. Indifference point is where two different financial plans give equal EPS. (True / False)

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4 2

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B.B.A. Sem. –III (NEP Course) Examination

November -2025

Production and Material Management - MS23MDCBBA- 303

Total Marks : 50 **Time : 2½ Hours**

Instructions:

(1) Figures to the right shows the Maximum Marks.

Que. 1	A.	Discuss the scope and objectives of Production Management.	05
	B.	Discuss various types of manufacturing systems with examples.	05
		OR	
Que. 1	A.	Discuss classification of Production System. Also briefly explain Process Design.	05
	B.	Discuss factors differentiating the Manufacturing System.	05
Que. 2	A.	Discuss the factors influencing the Manufacturing Plant Location.	05
	B.	Discuss merits and demerits of various type of Plant Layouts.	05
		OR	
Que. 2	A.	With examples discuss various types of Plant Layouts.	05
	B.	Discuss principles of Plant Layout.	05
Que. 3	A.	Discuss the important functions of Purchase Department.	05
	B.	Discuss various functions of Store Keeping.	05
		OR	
Que. 3	A.	Discuss the Purchase Cycles with key points.	05
	B.	Discuss various methods of purchasing.	05
Que. 4	A.	Define Inventory. Discuss its importance.	05
	B.	Discuss functions of Inventory Management.	05
		OR	
Que. 4	A.	Classy various types of Inventory Management Systems.	05
	B.	Discuss TWO MAIN types of Inventory Control Systems.	05
Que. 5		**Write definitions of Any Five.**	10
	1.	Centralised Purchasing	
	2.	Economic Order Quantity	
	3.	Reorder Point	
	4.	Lead Time	
	5.	Prototype	
	6.	Lean Manufacturing	
	7.	Good Manufacturing Practice	
