

(2021 Batch onwards)

G 401 DC1.5

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St Aloysius College (Autonomous)

Mangaluru

B.B.A. Semester V – Degree Examination

October/November - 2025

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. Give the meaning of production planning and control.
2. What is batch production?
3. Give the meaning of product layout.
4. What is scheduling?
5. What is seasonal inventory?
6. Recall any four dimensions of service quality.
7. List the features of control charts.
8. Give the meaning of Agglomerative factors.

PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. List the errors in selection of plant location.
10. Differentiate between product layout and process layout.
11. State the principles of production planning and control.
12. Interpret the reasons for keeping the inventories.
13. Write a note on work related welfare facilities expected to be available at a Plant.
14. Explain the concept of reliability in maintenance.

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PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Explain the factors affecting operations management.
16. Interpret the Alfred Weber's Theory of the location of industries and practices.
17. Classify the manufacturing and non-manufacturing operations based on their functions.
18. Explain the methods of disposal of waste.

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Mangaluru**

**B.B.A. Semester V – Degree Examination
October/November - 2025**

INCOME TAX – I

Time: 2½ Hours

Max Marks: 60

PART – A

Answer any FIVE of the following.

(5x2=10)

1. What is previous year and assessment year?
2. State any 4 points of distinction between Direct and Indirect Tax.
3. Write the meaning of net annual value.
4. Write the basic conditions applicable to determine residential status of individual under section 6(1).
5. Write the meaning of profit in lieu of salary.
6. What is the exemption rate of employers contribution to Recognised provident fund in employees salary and interest there on?
7. State the meaning of agricultural income.
8. Mr. Tilak's total income is ₹25,00,000. Find out his tax liability.

PART - B

Answer any FOUR of the following.

(4x5=20)

9. What are perquisites? Explain the provisions of any 5 perquisites.
10. Total income of Mr. Dharmasena ₹12,50,000 includes income from agriculture ₹7,00,000, Find out his net tax liability under new regime as well as under old regime.
11. Write the provisions regarding advance tax.
12. Ms. Rekha retired from service on 30th June 2024 after serving for 31 years and 9 months. She is not covered under the payment of Gratuity Act 1972 and received a gratuity of ₹4,90,000. Her monthly basic at the time of retirement was ₹50,000. DA- ₹9,000 pm (50% enters into retirement benefit). She also commuted ½ of her pension and received ₹2,00,000. Determine the taxable gratuity and taxable commuted pension.
13. From the following particulars of Mr. Brook, find out the deduction allowable to him u/s80C:
 - a. Life Insurance premium (own life) ₹20,000, (Sum assured ₹3,00,000 on 13-07-2016)
 - b. Contribution to Sukanya Samruddi Yojana ₹5,000
 - c. Fixed deposits in SBI for 5 years ₹8,000
 - d. Subscription to National Savings Certificates VIII ₹13,000; accrued interest there on ₹1,250.
 - e. Life insurance premium paid on Mother's life ₹20,000.
 - f. Contribution to Recognised provident fund ₹15,000; interest thereon ₹ 900.
 - g. Contribution to Unit Linked Insurance Plan ₹12,000
 - h. Tuition fees of three children ₹75,000.

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Contd...2

14. Ms Shaina was employed in Pearl Limited, Kerala. She retires from service on 31st August, 2024 after completing 24 years and 7 months of service. Her last drawn basic was ₹40,000. She was getting dearness allowance @ 30% of her pay (50% of which is included for PF benefit). She had already availed 10 months leave. She has received ₹16,00,000 encashment of leave salary. Compute the taxable encashment of earned leave for the assessment year 2025-26.

PART - C

Answer any TWO of the following.

(2x15=30)

15. Following are the particulars of Mr. Anurag. Find out taxable salary income in case employee opts for old regime for the A.Y 2025-26.
- (i) Salary (Basic) 60,000 p.m.
 - (ii) D.A.—50% of salary (50% of D.A. forms part of salary)
 - (iii) Bonus—one month's basic salary
 - (iv) Conveyance allowance ₹4,000 p.m. (used for official duty)
 - (v) Hostel allowance ₹400 p.m. each for 2 children
 - (vi) Entertainment allowance ₹ 2,000 p.m. (50% spent on entertainment for customers)
 - (vii) Education allowance @500 p.m. per child for two children.
 - (viii) Helper allowance ₹ 2,000 p.m.
 - (ix) Company provided him rent free furnished house. (city population 42,00,000), cost of furniture ₹1,00,000.
 - (x) Company provided him free meals ₹70 per day for 320 days.
 - (xi) Company reimbursed medical bill worth ₹24,000
 - (xii) Company has provided him a car of 1.8.cc. The car is used for both official and private purposes. Company meets all the expenses of running the car.
 - (xiii) He has contributed to RPF @15% of salary and equal contribution is given by the company.
 - (xiv) Interest on RPF @10.5% per annum is ₹10,500.
16. Mr Shawn owns five houses. Compute income from house property for A.Y 2025-26.
1. The first house of the annual municipal value of ₹ 48,000 and standard rent ₹49,000 was occupied by him for his own residence. He paid ₹2,000 as interest on loan taken by him to buy the house and ₹2,000 as municipal taxes.
 2. The second house with the Municipal value of ₹60,000, fair rent ₹66,000, was let out at ₹5,500 per month. He paid ₹3,000 as interest on money borrowed for its construction, ₹1,000 as municipal taxes and ₹250 as ground rent. House was vacant for 3 months.

Contd...3

3. The third house with fair rental value of ₹2,60,000 p.a. and standard rent ₹2,70,000 p.a. is let out at ₹25,000 p.m. Interest on loan paid which was raised for house construction is ₹6,000. Municipal tax paid is ₹2,000.
4. The Municipal value of the fourth house is ₹ 2,60,000 and fair rental value is ₹ 2,66,000 and was let out at ₹ 23,000 p.m. It remained vacant for 3 months in the previous year. The municipal taxes of ₹6,000 were not paid. One-month rent is outstanding as on 31st March.
5. The Municipal value of the fifth house is ₹ 4,20,000 and fair rental value is ₹ 4,50,000 and house was self-occupied. It remained vacant for 2 months in the previous year. The municipal taxes paid of ₹ 3,000.
17. a) From the following incomes which incomes are assessable in India if the assessee is (a) Resident, (b) Not ordinarily resident, and (c) Non-resident:
- Income from business in USA, managed from Kerala ₹2,25,000
 - Income from pension for services rendered in Japan, received in London ₹65,000
 - Income from assets in Kuwait, received in Mangalore, ₹10,60,000
 - Profit from business in Sri Lanka, ₹75,000 (1/5th received in Pakistan)
 - Income from profession in China . The profession controlled from India, ₹15,00,000.
 - Interest on UK Government Securities ₹60,000 (half of which remitted to India).
 - Interest on post office saving bank account in India, ₹3,000.
 - Income from property in Canada, received in Australia, ₹4,00,000.
 - Income earned and received in Bangladesh ₹6,00,000.(1/5th received in Delhi).
 - Gift received from Mother on occasion of birthday, ₹2,50,000. **(10)**
- b) A company took a house on rent and allotted to its employee. From the following information find out the taxable value of perquisite of accommodation. Population (42 lakh)

Rent paid for the year	₹ 75,000 pa
Basic Salary	₹50,000 pm
DA	₹30% of basic (50% goes to PF)
Commission	₹25,000 pa
Bonus	₹50,000 pa
CCA	₹2,500 pm
Medical allowance	₹1,000 pm
Cost of furniture provided in the house	₹70,000
Rent charged from employer	₹2,000 pm

(5)

18. a) Ms Divya gives the following particulars of the P.Y 2024-25
- i) Basic ₹25,000 per month. (Place of work Mangalore)
 - ii) Dearness Allowance ₹6,500 pm (30% goes to PF).
 - iii) Commission ₹30,000.
 - iv) HRA ₹9,500 per month.
 - v) Actual rent paid (house) ₹16,000 p.m.

On October 2024 she is transferred to Mumbai. Her other emoluments are: Basic ₹ 65,000 pm, ₹12,000 p.m. as DA (30% goes to PF). HRA is ₹8,000 pm and rent paid for the house is ₹20,000 pm. Compute taxable HRA. **(10)**

- b) Mr. Mahesh left India for the first time on 15th December 2023 for employment in Srilanka. He returned to India on 20th May 2024. He left India on 30th January 2025 for employment in UK. Find out his residential status for the AY 2025-2026. **(5)**

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**B.B.A. Semester V – Degree Examination
October/November - 2025**

BANKING LAW AND PRACTICE

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. Give the meaning of banking.
2. State any four types of customers to a bank.
3. What is ACH collections?
4. What is block chain?
5. Give the meaning of cheque.
6. Write a note on CTS.
7. Give the meaning of bill discounting.
8. Write a note on banking innovation.

PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. Briefly explain any five rights of customer.
10. Explain the need for banking innovation.
11. Give the meaning of advances. Explain its features.
12. Explain any five features of a collecting banker.
13. Write a note on dishonor of cheque.
14. Explain any five principles of bank lending.

PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Elaborate the types of account holders and procedures to be aware of when opening a bank account.
16. What is NPA? Explain its circumstances and impact.
17. Explain the types of digital payments available in the present world.
18. Who is paying banker? Elaborate the statutory protection given to a paying banker.

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**St Aloysius College (Autonomous)
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**B.B.A. Semester V – Degree Examination
October/November - 2025**

ADVANCED CORPORATE FINANCIAL MANAGEMENT

Time: 2¹/₂ Hours

Max Marks: 60

Note: Present Value Table will be provided.

PART – A

Answer any FIVE of the following.

(5x2=10)

1. Expand the term **15/45, net 60** under credit management.
2. What is optimum capital structure?
3. Bengal Chemicals Limited had 100 equity shares of ₹100 each. During a financial year, its cost of equity was 15%. Using Miller - Modigliani model, decide what will be the price of the share, if no dividend is declared? If a dividend of ₹10 per share is declared, what will be the share price?
4. Write the meaning of arbitrage process.
5. Standard deviation of the project is ₹10,000, Mean of the project is ₹18,000
Find out Variance and co-efficient of variation of the project.
6. Tentex Limited issued 1,00,000 equity shares at ₹100 each. The market price of a share is ₹1000 and earnings per share is ₹300. Find out cost of equity.
7. Sun Limited is taking over moon Limited. The shareholders of Moon Limited would receive 1.5 share of Sun Limited for each share held by them. Number of shares of Sun Limited before Merger is 5,00,000 and Number of shares of Moon Limited pre-merger is 3,00,000. Calculate the post-merger number of shares.
8. What is bird in hand approach with reference to Gordon's dividend model?

PART - B

Answer any FOUR of the following.

(4x5=20)

9. Number of units sold- 80,000.
Selling price per unit- ₹90.
Material cost per unit- ₹36.
Labour cost per unit- ₹24
Fixed cost -₹10,00,000

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Calculate operating profit. Determine the effects of following possibilities on operating profit-

- (a) 10% decrease in selling price.
- (b) 25% increase in material cost.
- (c) 20% increase in Labour cost.

10. Rainbow Limited has on its books the following amounts and specific costs. Tax rate is 30%.

Type of capital	Book value (₹)	Market value (₹)	Specific Cost (%)
Debentures	6,00,000	5,40,000	14
Preference share capital	2,50,000	2,60,000	12
Equity Share capital	4,00,000	7,50,000	10
Retained earnings	2,50,000		08

Determine the weighted average cost of capital using:

- a) Book value weights
- b) Market Value Weights

Contd...2

11. Sunrise Limited issued 14%, 1,00,000 debentures at ₹100 each, redeemable after 10 years at a premium of 10%. The issue expenses are 5% of issue price. Tax rate is 30%. Find out after tax cost of debt, if debentures are issued- (a) at face value (b) at 20% premium (c) at 10% Discount.
12. Compute the value of the firm and overall cost of capital from the following information:

Net Operating Income		₹ 25,00,000
Total Investment		₹ 80,00,000
Equity Capitalization Rate, If:		
a. Firm uses no debt	8%	
b. Firm uses ₹20,00,000 as debt	10%	
c. Firm uses ₹ 30,00,000 as debt	14%	

Assume that ₹20,00,000 debt can be raised at 12% interest p.a. and ₹30,00,000 debt can be raised at 14% interest p.a.

13. The following table presents 5 years cash inflows. The certainty coefficient for the cash flows is also given which presents the probability of the occurrence of cash flows. The Initial cost of investment is ₹24,00,000 and the discount rate is 12% annually. With the help of a certainty equivalent method, find out the NPV and analyze it.

Year	Cash Inflows (₹)	Certainty Coefficient
1	7,00,000	0.9
2	5,00,000	0.7
3	6,50,000	0.5
4	10,00,000	0.6
5	12,00,000	0.4

14. Explain the concept of net operating income approach in framing the capital structure of the company.

PART – C

Answer any TWO of the following.

(2x15=30)

15. a) A businessman has two options to sell his products. He can set up a show room in a city or can sell from his factory outlet. Setting up a showroom will cost ₹10,00,000 with a 55% probability of success. If the show room succeeds, he can gross a net profit of ₹20,00,000 per year. If it fails, he can close the show room and rent it out for an annual rent of ₹5,00,000 for the rest of the year. The probability of getting rent is 70%. If he sells from the factory outlet, he has to incur ₹1,50,000 as renovation charges. The chances of successful selling here is 60% with the net profit of ₹8,00,000 per year.
- What would you advice the businessman to do?
 - Advice a businessman on how a decision tree helps him to make decisions. (10)
- b) Piramal Group of Companies is planning to issue 10% redeemable preference shares, with face value of ₹ 100 each. These shares will redeem after 5 years at face value. Floatation costs are estimated at 10% on issue price. Compute cost of preference shares if they are issued at - (a) at par (b) at 10% premium and (c) at 10% discount. (5)

16. a) India Sports dealing in sports goods. Its annual sales is ₹60,00,000 and currently providing 20 days credit to the dealer. It is felt that sales can increase considerably if the dealers are willing to carry increased stock. But the dealers have difficulties in financing their inventories. The firm is therefore considering in the shifting credit policy. The following information is available:

Average collection period (present) is 20 days.

Variable cost is 60% of sales.

Fixed cost is ₹ 5,00,000 p.a.

Required pre-tax return on investment is 25%.

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Proposed credit policy	Average collection period(days)	Annual sales in lakhs (₹)
A	30	70
B	40	75
C	60	90

(10)

- b) A company's share is currently quoted in the market at ₹40. The company pays a dividend of ₹4 per share and the investors expect a growth rate of 5% per year. You are required to calculate-
Cost of equity capital of the company and the market price per share, if the anticipated growth rate of dividend is 7%. (5)

17. a) You are supplied with the data of two companies having same business risk:

Capital employed = ₹10,00,000, EBIT = ₹ 1,20,000 and K_e is 12%.

Sources	Levered Company (₹)	Unlevered Company (₹)
Debt (@12%)	5,00,000	Nil
Equity	5,00,000	10,00,000

An investor is holding 10% shares in levered company. If the investor switches his holding from levered to unlevered company. Determine whether the investment in unlevered company is profitable? (10)

- b) Firms A and B are engaged in same line of activity and are identical in all respects except that firm A is unlevered and firm B is levered with ₹1,90,000 debentures carrying 10% rate of interest. Both the firms have income before interest and taxes of ₹80,000. The company's tax rate is 30% and capitalization rate 15% for purely equity firm. Compute the value of firm A and B using the NI and NOI approach under MM theory. (5)

18. a. A company had an EPS of ₹40. Its rate of return was 20% while the cost of equity was 16%. Using Gordon's Dividend model, calculate the market price of the equity share of the company, if dividend payout ratio is
i) 25% ii) 50% and iii) 70% (5)

- b. The following data relate to three Steel companies. Using Walter's model, calculate the market price of their shares.

	Reliance	Tata Steel	Jindal
EPS	₹30	₹ 15	₹60
Return on Investment	30%	35%	40%
Dividend Payout Ratio	25%	40%	20%
Cost of capital	10%	12%	10%

(5)

- c. Explain various defensive strategies incorporated by the target company to avoid hostile takeover. (5)

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B.B.A. Semester V – Degree Examination

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CONSUMER BEHAVIOUR

Time: 2½ Hours

Max Marks: 60

PART – A

Answer any FIVE of the following.

(5x2=10)

1. Describe the term Consumerism.
2. Explain any two characteristics of Consumer Behaviour.
3. State the meaning of Brand Switching.
4. Mention the rights of the Consumers.
5. State the meaning of Reference group.
6. Describe the term Customer Satisfaction.
7. What do you mean by Buying Motives?
8. State the meaning of Selective Retention.

PART - B

Answer any FOUR of the following.

(4x5=20)

9. Explain the techniques measuring the customer satisfaction.
10. Explain the factors leading to consumer attitude formation.
11. Explain the dynamics of Opinion leadership.
12. Explain the elements of learning.
13. Elucidate the stages of Consumer Socialization in detail.
14. Explain the Process of Filing a Consumer Complaint.

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PART – C

Answer any TWO of the following.

(2x15=30)

15. Describe the factors influencing Consumer Behaviour in detail.
16. Elucidate the process of Consumer decision making. What are the different types of buying behaviour?
17. Write a detailed note on Maslow's need hierarchy theory and application of this theory in marketing.
18. Discuss the Consumer Research process in detail.

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B.B.A. Semester V – Degree Examination

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COMPENSATION AND PERFORMANCE MANAGEMENT

Time: 2½ Hours

Max Marks: 60

PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. What are compensation policies?
2. What is compensation management?
3. Give the meaning of job evaluation.
4. Explain any two pre-requisites that need to be considered for effective job evaluation.
5. State any four effects of various labour laws on wages and salaries.
6. Give the meaning of wage fixation.
7. What is the need for performance management?
8. State any two importance of performance appraisal.

PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. Write a note on ESOP.
10. Explain the disadvantages of performance planning.
11. Briefly explain the performance feedback process.
12. Briefly explain Factor Evaluation System with an example.
13. Elaborate the process of job evaluation program.
14. Draft a salary structure for a company of your choice. Mention all the essential components to be included while drafting the salary structure.

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PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Elaborate the different types of compensation provided to the employees.
16. Briefly explain the methods in performance management planning.
17. Briefly explain the different methods of performance appraisal.
18. Explain the different types of incentive schemes.

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**B.B.A. Semester V – Degree Examination
October/November - 2025**

FINANCIAL ANALYTICS

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. What is NPER?
2. State the meaning of descriptive statistics.
3. State any four indices from the Indian stock exchanges.
4. What is Bloomberg?
5. What is Numeric Data Type in Python?
6. Give the meaning of the word 'Data'.
7. State the meaning of Immutable data.
8. What is Time Value of Money?

PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. From the following data relating to HDFC Bank Ltd., Calculate 3 yearly Exponential Moving Average.

Months	Closing Share Price (₹)
Oct 2023	1476
Nov 2023	1558
Dec 2023	1709
Jan 2024	1463
Feb 2024	1403
Mar 2024	1448
Apr 2024	1520
May 2024	1531
Jun 2024	1683
Jul 2024	1615

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10. Briefly explain the types of data in python.
11. What is Yahoo Finance? Explain the sources of extracting financial data from Yahoo Finance.
12. What is meant by FinTech Companies? Explain with any 5 types and examples.
13. Define Regression and identify the assumptions of regression.
14. Calculate four-yearly weighted moving averages of average share prices of AOT Ltd, from the following data, with the weights 3,2,2,1.

Years	2015	2016	2017	2018	2019	2020	2021	2022
Avg. Closing Share Price	50	52	56	54	60	58	64	62

Contd...2

PART - C**Answer any TWO of the following.****(2x15=30)**

15. Calculate four-yearly moving averages of revenue of Alpha Ltd, from the following data and plot the histogram and trendline.

Year	2001	2002	2003	2004	2005	2006	2007	2008
Revenue (in lakhs)	124	120	135	140	145	158	162	170

16. Explain the Arithmetic Operators, Data Types and Structure in Python with suitable examples.
17. Why is RATE function used in MS Excel? Explain the arguments in RATE function and list out the steps involved in executing it in MS Excel with suitable examples.
18. Outline the sources of accessing financial information from a) NSE and b) Kaggle databases.

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B.B.A. Semester V – Degree Examination

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FUNDAMENTALS OF RETAIL MANAGEMENT

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any **FIVE** of the following.

(5x2=10)

1. State the meaning of Retailing.
2. Expand EAS.
3. What do you mean by Business Plan?
4. State the meaning of customer satisfaction.
5. Describe the term Merchandise Management.
6. What do you mean by business model?
7. State the meaning of Price Sensitivity.
8. Describe the meaning of Retail Supply Chain.

PART - B

Answer any **FOUR** of the following.

(4x5=20)

9. Explain the legal issues in retailing.
10. Classify the types of Retailers.
11. Summarize in detail the buying decision process.
12. Mention the steps in retail planning process.
13. Explain the features of retail cash management.
14. What are the Four Ps of Retail Marketing?

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PART – C

Answer any **TWO** of the following.

(2x15=30)

15. Explain the ethical issues in retailing.
16. Examine the factors influencing the retail distribution channel.
17. Explain the Impact of Information Technology in Retailing.
18. What are the factors responsible for the growth of organized retailing?

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B.B.A. Semester V – Degree Examination

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FREIGHT TRANSPORT MANAGEMENT

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any FIVE of the following.

(5x2=10)

1. Give the meaning of Intermodal transportation.
2. Mention any 2 participants in Transportation.
3. Write any 2 Types of Operation Management.
4. What are Empty backhauls?
5. What is bill of lading?
6. What are Concealed Damage Claims?
7. Mention any 2 importance of pricing in logistics.
8. What is Bundled Pricing?

PART - B

Answer any FOUR of the following.

(4x5=20)

9. Explain the factors to be considered for mode and carrier selection.
10. Explain the different types of freight demand models in detail.
11. Write in detail the Claim Process in Logistics.
12. Write a note on the export procedure.
13. Explain the various problems in pricing issues in detail.
14. What is pricing? Explain the importance of pricing in logistics.

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PART – C

Answer any TWO of the following.

(2x15=30)

15. Explain the Factors Influencing Demand for Transport in Logistics in detail.
16. Explain in detail the Conditions and Outcomes of Intermodal Transportation in India.
17. What is pricing issue in logistics? Explain its types.
18. Explain the different modes of transportation in detail.

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October/November - 2025

DIGITAL MARKETING

Time: 2¹/₂ Hours

Max Marks: 60

PART – A

Answer any FIVE of the following.

(5x2=10)

1. How can Mailchimp be used for marketing?
2. Define digital marketing.
3. What is a "broad match" keyword in Google Ad-Words?
4. State two limitations of Ad-Sense.
5. What is Search Engine Optimization?
6. What is the purpose of using social media automation tools?
7. List any two web analytics tools.
8. What does "ROI Analysis" mean in YouTube advertising?

PART - B

Answer any FOUR of the following.

(4x5=20)

9. How does local search traffic differ from other types of search traffic?
10. Discuss Google's algorithms for Off Page Optimization.
11. What are the differences between CPC-based, CPA-based, and CPM-based bidding?
12. Describe the steps involved in creating emailers.
13. Explain the different types of video ads in YouTube.
14. Outline any five web analytics tools and their usage.

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PART – C

Answer any TWO of the following.

(2x15=30)

15. Discuss the different bidding strategies available in Google Ad-Words and their impact on campaign performance.
16. Discuss various social media platforms and their unique advantages for marketing.
17. Explain the various digital marketing platforms.
18. Explain the process of optimizing YouTube ad campaigns to maximize return on investment (ROI).
