



JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination, May 2026

B. Tech/BCA, Semester IV, Regular and Backlog

Roll No.....

LS1109: Managing Business Functions

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
2. Use of calculator including scientific calculator is allowed.

Section A

- Q.1 Sachin Tichkule, a final-year B.Tech (Civil) student has received a job offer in 5 Marks
Mumbai. To accept the offer, he must spend ₹50,000 today on relocation, rental (C.O. 1,5)
deposit, and other similar expenses. In return, he expects to earn an additional
₹15,000 per year for the next 5 years. He believes that his money could earn 10%
per year from other investment options.
- a) Calculate the total Present Value (PV) of the additional salary.
 - b) Should Mr. Tichkule accept the job offer? Justify your answer.
- Q.2 Sachiv Kumar, a B.Tech graduate and MBA aspirant, has started a small side 5 Marks
business of managing digital election campaigns. For a recent assignment for a (C.O. 2,3)
political party from the Fulera constituency, he observes the following:
- He received ₹50,000 from the party for successfully managing the campaign.
 - He paid ₹20,000 for digital advertising, software tools, and internet services used during the campaign.
 - He has to pay ₹10,000 next month to a freelancer who assisted him in content creation.
- a) Identify which of the above items represent revenue, expense, profit, and Liability. Clearly justify your answer for each.
 - b) Abhishek claims ₹30,000 profit, do you agree? Justify by distinguishing expense vs liability.

Section B

- Q.3 In today's organizations, designing job characteristics are essential to enhance employee productivity and motivation. Elaborate the Job Characteristics Model proposed by J. Richard Hackman and Greg Oldham with the help of a *Neat Diagram* by explaining: 5+5 marks (C.O.1,2,5)
- a) Core job dimensions and psychological states
 - b) Resulting outcomes and moderating factors

Section C

- Q.4 A smartphone company is confused about how to grow. Consider the following options and classify each into the correct targeting strategy with justification. 2 marks (C.O.,2,4)
- Focus only on gaming phones for college students
 - Offer different phones for students, professionals, and senior citizens
 - Specialize in camera-focused phones for all types of users
 - Target only business professionals with multiple tech products (phones, tablets, laptops)
- Q.5 A company selling healthy snack bars wants to expand in India. It is exploring different growth and segmentation approaches. Identify the type of segmentation used in each case and explain. 2 marks (C.O.,2,5)
- Launching new protein bars for gym users
 - Selling existing snack bars in rural markets
 - Creating kids-specific variants and packaging
 - Promoting snacks differently for health-conscious vs taste-focused consumers.
- Q.6 Map the smartphone and healthy snack bar company mentioned in Q 4 and Q5 to Ansoff Matrix and develop suitable growth strategies. 6 marks (C.O.,2,4,5)