

<b>F-1513</b>
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<b>Sub. Code</b>
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<b>7BBA1C1</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**First Semester**

**Business Administration**

**MANAGERIAL ECONOMICS**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the law of supply.
2. Define utility.
3. What is demand?
4. What is known as variable cost?
5. What is Break Even Point?
6. Name any two measures of national income of a country.
7. What is monopolistic competition?
8. Define oligopoly.
9. What is monetary policy?
10. What do you understand by Fiscal deficit?

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss about the scope of managerial economics.

Or

- (b) Explain the law of diminishing marginal utility.

12. (a) What are the determinants of price elasticity of demand?

Or

- (b) What are the properties of indifference curves?

13. (a) Explain the cost-output relationship both in the short and long run.

Or

- (b) Briefly explain about Break-even analysis.

14. (a) What are the classifications of markets?

Or

- (b) What is profit? Briefly explain about profit theories.

15. (a) Define fiscal policy. What are the objectives of fiscal policy?

Or

- (b) Explain the role of commercial banks in the economic development of a country.

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. Discuss the nature and uses of managerial economics.
  17. Explain how elasticity of demand is useful for making business decisions?
  18. In developing countries like India, there are peculiar difficulties involved in the estimation of National Income – Elaborate.
  19. What are the sources of monopoly? Under what conditions is a monopoly justified?
  20. Elaborate the various factors influencing the level of money supply in an economy.
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<b>F-1514</b>
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<b>7BBA1C2</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019.**

**First Semester**

**Business Administration**

**FINANCIAL ACCOUNTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Accounting.
2. What is Bank Reconciliation statement?
3. What is meant by deferred revenue expenditure?
4. What is average due date? Why is it calculated?
5. What is meant by single entry system?
6. What is an income and expenditure account?
7. Calculate the total purchases from the information given below :

	Rs.
Cash purchases	85,000
Creditors as on April 1, 2015	40,000
Cash paid to creditors	5,000
Purchase returns	5,000
Creditors as on March 31, 2016	67,000

8. What is meant by revenue expenditure?
9. How is the depreciation calculated under machine hour rate?
10. Write an explanatory note on depletion.

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the imprest system of petty cash book.

Or

- (b) Prepare Trial balance from the following :

	Rs.		Rs.
Capital	75,000	Sales	1,25,000
Stock	30,000	Debtors	40,000
Purchases	50,000	Salary	10,000
Interest (Cr.)	5,000	Loan	25,000
Bills payable	9,000	Wages	3,000
Bad debts	2,000	Cash	1,04,000

12. (a) Distinguish between trading account and profit and loss account.

Or

- (b) From the following transactions in the books of X, prepare an account current to be sent by X to Y for the quarter ending 31<sup>st</sup> March, charging and allowing interest at 12% p.a.

	Rs.
Jan 1 Balance in Y's account (Dr.)	3,000
Jan 14 Sold goods to Y	5,000
Feb 11 cash received from Y	4,000
Feb 17 sold goods to Y	3,000
Feb 19 received a bill of exchange from Y due two months after date	5,000

13. (a) What is meant by statement of affairs? How is it prepared?

Or

- (b) The capital at the beginning of the year is Rs.20,000 and at the end is Rs.31,000 ; withdrawals at the rate of Rs.500 per month and additional capital introduced during the year Rs. 2,000. Calculate the amount of profit earned during the year.
14. (a) Explain the meaning of (i) Life Membership Fee and (ii) Donations and show how will you deal with them while preparing final accounts of a club.

Or

- (b) From the following particulars taken from the cash book of a club, prepare a receipts and payment account.

	Rs.
Opening balance :	
Cash in hand	100
Cash in at bank	500
Receipts	
Subscriptions	3,300
Donations	260
Payments :	
Investment purchased	1,000
Rent – paid	400
General expenses	210
Postage and stationary	70
Sundry expenses	30
Closing cash balance	20

15. (a) Explain the causes for depreciation.

Or

- (b) X Ltd., purchased an asset for Rs.10,000. Estimated life of the asset is 10 years with scrap value of Rs.900. You are asked to calculate depreciation for all the 10 years using sum of digits method.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Enter the following transactions in a three column cash book :

		Rs.
2016 Jan 1	Capital introduced (in cash)	30,000
1	Paid into bank	8,000
5	Purchased goods by cheques	1,000
6	Received cheque from Raman Rs.2,000, allowed discount	100
10	Cash sales	7,000
12	Paid into bank	3,000
15	Paid Gopal by cheque Rs.3,000, discount received	50
20	Paid salaries by cheque	1,000
25	Withdrew for office use	2,000
31	Draw a cheque for personal use	500

17. From the following Trial balance prepare trading and profit and loss account for the year ended 31.12.2015 and a balance sheet as on that date :

Trial balance as on 31.12.2015		
	Debit	Credit
	Rs.	Rs.
Capital		80,000
Sales		50,000
Purchases	30,000	
Salaries	4,000	
Rent	3,000	
Insurance	600	
Drawings	10,000	
Machinery	56,000	
Bank	9,000	
Cash	4,000	
Stock	10,400	
Debtors	5,000	
Creditors		2,000
	<u>1,32,000</u>	<u>1,32,000</u>

## Adjustments :

- (a) Closing stock Rs. 9,800
  - (b) Salaries outstanding Rs.600
  - (c) Rent paid in advance Rs.400
  - (d) Depreciate machinery @ 10% p.a.
  - (e) Bad debts written off Rs.500.
18. Explain the merits and limitations of single entry system and differentiate single entry system from double entry system.
19. The following is the receipts and payments account of Delhi Football Association for the first year ending 31<sup>st</sup> December 2017.

## Receipts and Payment Account

Receipts	Rs.	Payments	Rs.
To Donation	50,000	By Pavilion offices	
To reserve fund		(constructed)	40,000
(life membership and	4,000	By expenses in	
entrance fees received)		connection with matches	900
To receipts from		By furniture	2,100
football matches	8,000	By investment at cost	16,000
To revenue receipts :		By revenue payments :	
Subscriptions	5,200	Salaries	1,800
Locker rents	50	Wages	600
Interest on securities	240	Insurance	350
Sundries	350	Telephone	250
		Electricity	110
		Sundry expenses	210
		By balance in hand	5,520
	<u>67,840</u>		<u>67,840</u>

- (a) Subscriptions outstanding for 2017 are Rs.250
- (b) Salaries unpaid for 2017 are Rs. 170
- (c) Wages unpaid for 2017 are Rs. 90
- (d) Outstanding bills for sundry expenses are Rs.40
- (e) Donations received have to be capitalised.

Prepare an Income and Expenditure account for the year ended 31.12.2017 and the balance sheet of the association as on 31<sup>st</sup> December 2017.

20. Distinguish between “Straight line method” and “diminishing balance method” of providing depreciation, which one of the above two methods would you recommend to provide depreciation on plant and machinery.
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<b>7BBA2C1</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Business Administration**

**PRINCIPLES OF MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Distinguish between Management and Administration.
2. What are the functional areas of management?
3. Define Policy.
4. Define Strategy.
5. What do you mean by Organizing?
6. What is staff organization?
7. What is selection?
8. What do you mean by job specification?
9. Define Controlling.
10. What is meant by zero-base budgeting?

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the functions of Management.

Or

- (b) What are the levels of management?

12. (a) Explain the merits and demerits of planning.

Or

- (b) Explain the methods of forecasting in detail.

13. (a) What are the types of groups?

Or

- (b) Explain in detail about line organization.

14. (a) Write the importance of recruitment.

Or

- (b) What are the methods of training?

15. (a) Explain the principles of controlling.

Or

- (b) What are the features of co-ordination?

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. Enumerate the contributions of Henry Fayol for management thought.
  17. Explain the steps in Decision making.
  18. Write the differences between Formal and Informal Groups.
  19. Explain the Herzberg Mc Clelland theory.
  20. Write in detail about controlling techniques.
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<b>F-1516</b>
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<b>Sub. Code</b>
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<b>7BBA2C2</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Second Semester**

**Business Administration**

**COST ACCOUNTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Financial Accounting.
2. What is cost centre?
3. What is meant by stores ledger?
4. What do you mean by LIFO?
5. What is meant by labour turnover?
6. What do you mean by incentive?
7. What is overhead?
8. What is prime cost?
9. What is meant by stock?
10. How will you find the cost per unit?

**Part B**

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the functions of cost accounting?

Or

- (b) Distinguish between cost accounting and financial accounting.
12. (a) The annual demand for an item is Rs. 6400 units. The unit cost is Rs. 12 and inventory carrying charges 25% p.a. If the cost of one procurement is Rs. 150, determine :
- (i) Economic Order Quantity
  - (ii) Number of orders per year
  - (iii) Time between two consecutive orders.

Or

- (b) From the following transactions, prepare stores ledger a/c. under FIFO method.

October 1 Opening balance 100 units at  
Rs. 5 each

2 Received 500 units at Rs. 6 each

20 Issued 300 units

November 5 Issued 200 units

6 Received 500 units at Rs. 5 each

December 10 Issued 300 units

12 Issued 250 units

13. (a) Calculate wages under time wage system.

Standard time per week	48 hours
Time taken	40 hours
Rate per hour	Rs. 15
Dearness allowance per hour	Rs. 5

Or

- (b) Calculate the total earnings and the rate earned per hour of three workmen under Rowan plan.

Standard time 20 hours

Hourly rate of wages Rs. 4

Time taken by A - 16 hours; B - 10 hours; C - 8 hours

14. (a) A factory has several production department. The following details are relating to department for the month of January 2008.

Direct wages Rs. 30,000

Factory overheads allocated and apportioned to the departments Rs.12,000.

You are required to calculate the overhead absorption rate based on direct wages for the month.

Or

- (b) Calculate Direct Labour Hour Rate from the following :

Total Number of workers	— 100
Working day in a year	— 300
Number of hours per day worked	— 8 hours
Short and idle time	— 5 %
Factory overhead	— Rs. 11,400
Gift to workers	— Rs. 1,000

15. (a) Write short note on Quotation.

Or

- (b) Show the treatment of the following items in cost statement :

	Rs.
Raw Materials Consumed	40,000
Direct wages	25,000
Direct expenses	15,000
Factory overhead	20,000
Opening work-in-progress	6,000
Closing work-in-progress	4,000

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe briefly the different methods of costing.
17. A firm maintains its stores ledger on the simple average price method. During the month of January 2014 the following receipts and issues of materials were made. Record these transactions in the stores ledger.

Receipts :

January 1	Balance 50 units @ Rs. 4 per unit
January 5	Purchased 40 units @ Rs. 3 per unit
January 8	Purchased 30 units @ Rs. 4 per unit
January 15	Purchased 20 units @ Rs. 5 per unit
January 26	Purchased 40 units @ Rs. 3 per unit



20. The accounts of a machine manufacturing company disclose the following information for the six months ending 31st December 2016.

Materials used	Rs. 1, 50,000
Direct Wages	Rs. 1, 20,000
Factory Overheads	Rs. 30,000
Administrative Expenses	Rs. 15,000

Prepare the Cost Sheet of the machines and calculate the price which the company should quote for the manufacture of a machine requiring materials valued Rs. 1,250 and expenditure in productive wages Rs. 750, so that the price might yield a profit of 20% on the selling price.

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<b>Sub. Code</b>
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<b>7BBA3C1</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Business Administration**

**ORGANIZATIONAL BEHAVIOUR**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is organizational behaviour?
2. Define organization.
3. What is perception?
4. What is decision making?
5. Define leadership.
6. What are the objectives of communication?
7. Define conflict.
8. What is negotiation?
9. What is organizational change?
10. What are the objectives of organizational development.

**Part B****(5 × 5 = 25)**Answer **all** questions, choosing either (a) or (b).

11. (a) Discuss the scope of organizational behaviour?

Or

- (b) What are the concept of organizational behaviour?

12. (a) State the personality attributes the influence organizational behaviour?

Or

- (b) Discuss the importance of perception.

13. (a) Explain the process of communication.

Or

- (b) Explain about managerial grid.

14. (a) Discuss the various elements of conflict management?

Or

- (b) What are the sources of stress?

15. (a) Explain the factors influencing organizational change.

Or

- (b) Describe the characteristics of organizational development.

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. Explain the features of organizational behaviour?
17. Explain the factors influencing personality.

18. Explain behavioural theories of leadership.
  19. Describe the various levels of conflict.
  20. What are the methods to deal with resistance to change?
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<b>F-1518</b>
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<b>Sub. Code</b>
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<b>7BBA3C2</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Business Administration**

**BUSINESS STATISTICS**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is cartogram?
2. What do you mean by “Array”?
3. Define Geometric mean.
4. What do you mean by mathematical averages?
5. Mention the uses of Co-efficient of variation.
6. What is meant by Dispersion?
7. What is lag and lead in Correlation?
8. What is estimating equation?
9. State the Utilities of index numbers.
10. What are Irregular Variation?

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the term Frequency distribution.

Or

- (b) Explain the role of Statistics in Business Management.

12. (a) Compute harmonic mean for the following data.  
2, 97, 150, 5, 285, 427, 550.

Or

- (b) State the requisites of good average.

13. (a) Find the Quartile Deviation for the following:  
391, 384, 591, 407, 672, 522, 777, 733, 1490, 2488.

Or

- (b) For the data given below, calculate standard deviation.

40 50 60 70 80 90 100

14. (a) From the following data find the two regression

	X	Y
Arithmetic mean	36	85
Standard deviation	11	8
Correlation co-efficient between X and Y		

Or

- (b) State the Properties of correlation Co-efficient.

15. (a) Explain the uses of consumer price index number.

Or

- (b) State the Principles of least Squares.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the merits and demerits of graphic and diagrammatic representation of Statistical data.

17. Calculate the Mean, Median and Mode.

Marks:	11-20	21-30	31-40	41-50	51-60	61-70	71-80
No. of students:	42	38	120	84	48	36	31

18. The following is the age distribution of 80 policy holders insured through an agent.

Age group	Number of policy holders	Age group	Number of policy holders
16-20	8	41-45	7
21-25	15	46-50	3
26-30	13	51-55	2
31-35	20	56-60	1
36-40	11		

Calculate mean deviation from the median.

19. Find out whether there exists any correlation between income and savings from the following data.

Income (Rs. in '000)	50	60	70	80	90	100	110
Savings (Rs. in '00)	3	4	12	18	20	15	13

20. Fit a Straight line trend equation to the following data by the method of least squares and estimate the value of sales for the year 2015.

Year :	2009	2010	2011	2012	2013
Sales (in Rs.):	100	120	140	160	180

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<b>Sub. Code</b>
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<b>7BBA3C3</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Third Semester**

**Business Administration**

**COMPUTER APPLICATIONS IN BUSINESS — I**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on assembler.
2. Define operating system.
3. What is a table?
4. How do you change the colour for the text?
5. Define multimedia.
6. How do you insert a new slide in MS –PowerPoint?
7. How do you remove a sheet from excel work book.
8. What is the use of function in MS- Excel?
9. Define URL.
10. What is a web page?

**Part B** $(5 \times 5 = 25)$ 

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the symbols used in flowchart.

Or

- (b) List out the features of high level languages.

12. (a) How do you check the spelling in MS- word?

Or

- (b) Write the steps followed in mail merge.

13. (a) How do you apply the bullets in MS –PowerPoint?

Or

- (b) How do you apply the sounds for the various objects in MS –PowerPoint?

14. (a) Differentiate work sheet and spread sheet. Write the uses of worksheet.

Or

- (b) How do you apply the borders for the cells?

15. (a) Explain about TEL NET.

Or

- (b) Describe about HTTP.

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. Explain the types of computer languages.

17. How do you insert and delete a row in a table?

18. How do you apply word art in MS –PowerPoint?
  19. How do you sort the data in MS- Excel?
  20. Explain about WWW and browsers.
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<b>Sub. Code</b>
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<b>7BBA4C1</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Business Administration**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define operations management.
2. What is a multi-plant location problem?
3. Define method study.
4. Define the term 'work measurement'.
5. Define 'production planning'.
6. What is material handling?
7. What is control chart?
8. Define the term inspection.
9. What do you understand by integrated materials management?
10. What are inventory carrying charges?

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) State the merits of locating a plant in rural area.

Or

- (b) What are the objectives of an efficient plant layout?

12. (a) Explain the role of work study in increasing the productivity.

Or

- (b) What are therbligs? Illustrate any five therbligs with examples.

13. (a) What are the requirements of production control system?

Or

- (b) What are the symptoms of bad material handling system?

14. (a) State the advantages of sampling inspection.

Or

- (b) List out the essential steps for inspection.

15. (a) What are the objectives of material management?

Or

- (b) Discuss the scope of store keeping.

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. What are the fundamental factors which have to be considered in deciding about the location of plant for profitable working?
  17. Describe the procedure for conducting time study.
  18. Explain in detail the different stages involved in production planning and control.
  19. Explain the procedure of sampling inspection.
  20. Explain in detail the functional areas of materials management.
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<b>F-1521</b>
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<b>Sub. Code</b>
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<b>7BBA4C2</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Business Administration**

**MARKETING MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing Management.
2. What is selling?
3. What do you mean by market?
4. Define Segmentation.
5. What is product planning?
6. What is meant by packaging?
7. Define Pricing.
8. What do you mean by wholesaling?
9. What is meant by sales promotion?
10. What do you mean by personal selling?

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Distinguish between marketing and selling.

Or

- (b) What are the characteristics of Marketing Management?

12. (a) Explain the classification of market.

Or

- (b) Explain the concept of demographic segmentation.

13. (a) What are the classifications of products?

Or

- (b) Explain in detail about product mix decision.

14. (a) Write the concept of price leader.

Or

- (b) What are the levels of channels?

15. (a) Explain the principles of personal selling.

Or

- (b) Explain the AIDA model of selling.

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. Explain the functions of Marketing Department.
  17. Explain the determinants of consumer behavior.
  18. What are the stages of new product development?
  19. Explain the types of channels.
  20. Explain the techniques in sales promotion.
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<b>Sub. Code</b>
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<b>7BBA4C3</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Business Administration**

**COMPUTER APPLICATIONS IN BUSINESS – II**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How ledger is created in Tally?
2. What is a sales order? Explain with an example.
3. What is meant by UOM? Explain with an example.
4. Explain in brief any two inventory vouchers.
5. Write a note on optional voucher.
6. Write about tracking number.
7. Write a note on cash flow.
8. Briefly explain outstanding receivable.
9. Write a note on export of data.
10. Briefly explain stock summary.

**Part B****(5 × 5 = 25)**

Answer **all** questions, choosing either (a) or (b).

11. (a) Give the golden rules of accounting.

Or

- (b) Explain inventory features in detail.

12. (a) How foreign exchange transactions are effected in Tally?

Or

- (b) Explain LIFO with an example.

13. (a) How to create a purchase order? Explain with an example.

Or

- (b) How rejections in is treated in Tally?

14. (a) Explain in detail the various printing configuration options.

Or

- (b) Explain in brief the items included in inventory reports.

15. (a) How security control can be maintained in Tally?

Or

- (b) Write a note on backup and restore of data in Tally.

**Part C** $(3 \times 10 = 30)$ 

Answer any **three** questions.

16. Explain Tally screen components with a diagram.
  17. Explain stock item, stock group and stock category with suitable example.
  18. How a profit and loss account is viewed in Tally? Give a specimen of it.
  19. Explain in brief the items included in accounting books and statements.
  20. How bank accounts are reconciled in Tally?
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<b>F-1523</b>
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<b>Sub. Code</b>
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<b>7BBA4C4</b>
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**B.B.A. DEGREE EXAMINATION, APRIL 2019**

**Fourth Semester**

**Business Administration**

**BUSINESS MATHEMATICS**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** questions.

1. Define – Linear Supply curve.
2. What is Co-ordinate axes?
3. State the elements of a set.
4. What is meant by Cartesian product?
5. Explain power functions rule.
6. What do you mean by Marginal concept?
7. Define – Consumer Surplus.
8. State some standard results in integral calculus.
9. What do you mean by scalar matrix?
10. State the properties of matrix subtraction.

**Section B** $(5 \times 5 = 25)$ Answer **all** questions, choosing either (a) or (b).

11. (a) Prove that the lines  $3x - 4y + 5 = 0$ ,  $7x - 8y + 5 = 0$  and  $4x + 5y = 45$  are concurrent.

Or

- (b) Find the area of the triangle whose vertices are  $(4, 7)$ ,  $(2, -3)$  and  $(-1, 3)$ .
12. (a) Rewrite the following statements using set notation :
- (i)  $X$  does not belong to  $A$
  - (ii)  $B$  is a super set of  $A$
  - (iii)  $D$  is a member of  $E$
  - (iv)  $F$  is not a sub set of  $G$
  - (v)  $H$  does not include  $D$ .

Or

- (b) Verify the following distributive law with help of Venn diagram and also prove them
- $$A \cap (B \cup C) = (A \cap B) \cup (A \cap C).$$
13. (a) Find  $\frac{d}{dx} \left( \frac{1}{x} + \sqrt{x + e^x} \right)$ .

Or

- (b) Differentiate  $(2x + 5)^3$  with respect to  $x$ .

14. (a) Integrate  $\frac{x^4}{x^2+3}$ .

Or

(b) Find the maxima and minima of the function  
 $y = 2x^3 - 6x$ .

15. (a) If  $A = \begin{bmatrix} 3 & -4 \\ 1 & -1 \end{bmatrix}$  show that  $A^2 - 2A + I = 0$ .

Or

(b) If  $2A + B = \begin{bmatrix} 12 & -3 \\ 3 & 22 \end{bmatrix}$  and  $3A - 4B = \begin{bmatrix} 7 & -10 \\ 21 & 11 \end{bmatrix}$  find  
 the matrices A and B.

### Section C

(3 × 10 = 30)

Answer any **three** questions.

16. A company is ready to produce refrigerators. The cost of setting up production line is Rs. 60,000. The additional cost of producing a refrigerator is Rs. 2,500. The company expects the revenue from the sale of the refrigerator to be Rs. 5,000 per refrigerator. Assuming that all the produced units can be sold. Find :

- The break-even quantity
- The number of units to be produced for making profit
- The number of units production which result in a loss.
- The profit of producing 50 units.

17. Let  $A = \{1, 3, 5, 7, 9\}$ ,  $B = \{2, 4, 6, 8, 10\}$ ,  
 $C = \{3, 4, 7, 8, 11, 12\}$  Shows that ,
- (a)  $(A \cup B) \cup C = A \cup (B \cup C)$
  - (b)  $(A \cap B) \cap C = A \cap (B \cap C)$
  - (c)  $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$
  - (d)  $A \cap (B \cup C) = (A \cap B) \cup (A \cap C)$ .
18. The total cost in Rs. of output  $x$  is given by  $C = \frac{2x}{3} + \frac{35}{2}$ .  
Find
- (a) Cost when output is 4 units
  - (b) Average cost of output of 10 units
  - (c) Marginal cost when output is 3 units.
19. Compute total, average and average variable costs for the marginal cost function  $C' = 4 + 7x - 5x^2$ , if the total fixed cost is 40.
20. Solve the following set of linear simultaneous equations :
- $$2x_1 + 4x_2 - x_3 = 15$$
- $$x_1 - 3x_2 + 2x_3 = -5$$
- $$6x_1 + 5x_2 + x_3 = 28.$$
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<b>F-1675</b>
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<b>Sub. Code</b>
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<b>7BBAA1</b>
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**UG. DEGREE EXAMINATION, APRIL 2019**

**Business Administration**

**Allied: ENTREPRENEURSHIP**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Entrepreneurship.
2. What is Entrepreneurial Development?
3. Who is an entrepreneur?
4. What is meant by Entrepreneurial Growth?
5. What do you mean by entrepreneurial competencies?
6. Who is women entrepreneur?
7. What is meant by project management?
8. What do you mean by project identification?
9. Define Project.
10. What is project evaluation?

**Part B****(5 × 5 = 25)**Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the characteristics of an entrepreneur.

Or

- (b) What are the differences between entrepreneur and manager?

12. (a) What are the needs of ED programmes?

Or

- (b) Explain the availability of institutional supports to entrepreneurs.

13. (a) Explain the traits of entrepreneurial competencies.

Or

- (b) Explain the role of women entrepreneurs towards the society.

14. (a) What are the characteristics of a project?

Or

- (b) Draw the Project Life Cycle.

15. (a) Explain the methods of project evaluation.

Or

- (b) What are the significances of Project report?

**Part C****(3 × 10 = 30)**Answer any **three** questions.

16. Explain the functions of entrepreneurs.

17. What are the factors affecting entrepreneurial growth?

18. Explain the ways available for developing the competencies.
  19. Explain the roles and responsibilities of a project manager.
  20. What are the different types of project report?
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**F-1676**

**Sub. Code**

**7BBAA2**

**U.G. DEGREE EXAMINATION, APRIL 2019**

**Business Administration**

**Allied — MODERN BANKING PRACTICES**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write about unit banking.
2. What is meant by deposit banking?
3. Define a cheque.
4. Write about double crossing.
5. What do you mean by “Rule of survivorship”?
6. Is passbook an authentic record? Justify.
7. Can a banker recover money paid by mistake?
8. Briefly explain the term payment in due course.
9. Distinguish between secured and unsecured advances?
10. Briefly explain the right of subrogation.

**Part B**

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Give the advantages of branch banking.

Or

- (b) Explain village adoption scheme in detail.

12. (a) Give the differences between material alteration and immaterial alteration.

Or

- (b) What are the various kinds of endorsement? Explain them in brief.

13. (a) When will a wrong entry favorable to a customer constitute a settlement of account?

Or

- (b) What risk does a banker incur in opening an account with trustees and executors?

14. (a) Define e-cheque. What are its advantages?

Or

- (b) How credit cards can be classified?

15. (a) Explain the main differences between pledge and hypothecation.

Or

- (b) What are the different forms of banker's advances?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the function of commercial banks.
  17. Under what circumstances can the bank disclose the details of an account?
  18. Discuss in brief the practice governing the opening of joint account.
  19. What is the statutory protection available to the collecting banker?
  20. State the advantages and disadvantages of legal and equitable mortgages.
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<b>F-1677</b>
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<b>Sub. Code</b>
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<b>7BBAA3</b>
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**U.G. DEGREE EXAMINATION, APRIL 2019**

**Business Administration**

**Allied – ADVERTISING AND SALES PROMOTION**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the importance of Advertisement.
2. What is meant by transportation advertising?
3. List the different types of advertising agencies.
4. What is an advertisement copy?
5. What is typographic printing?
6. What is meant by advertising campaign?
7. Define sales force management.
8. List the types of salesman.
9. What is sales promotion?
10. What is meant by guarantee?

**Part B**

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Enumerate the objectives of advertising.

Or

- (b) Write short notes on exhibition and trade fair advertisement.

12. (a) Explain the steps in selecting an advertising agency.

Or

- (b) What are the elements of copy writing?

13. (a) What are the guidelines to produce the best advertisement layout?

Or

- (b) Explain print advertisement.

14. (a) What are the methods to motivate salesmen?

Or

- (b) What are the objectives of personal selling?

15. (a) What are the objectives of sales promotion?

Or

- (b) State and explain various consumer promotion devices.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the current trends in advertisement.
  17. Explain the different functions performed by advertising agency.
  18. Describe the importance of layout in advertising design.
  19. Explain the process of personal selling.
  20. Advertising brings long term benefits but sales promotion is for quicker results – Explain.
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<b>F-1678</b>
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<b>Sub. Code</b>
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<b>7BBAA4</b>
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**U.G. DEGREE EXAMINATION, APRIL 2019**

**Business Administration**

**Allied : CUSTOMER RELATIONSHIP MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Customer Relationship Management.
2. What is consumer attitude?
3. What is CRM strategy?
4. What is meant by CRM systems?
5. What is data analysis?
6. What is meant by data mining?
7. What is meant by Contact Management?
8. What do you mean by Benchmark?
9. List the objectives of CRM planning?
10. What is meant by Direct mail?

**Part B** (5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the important functions of CRM.  
Or  
(b) What are the elements of CRM?
12. (a) Explain the CRM processes.  
Or  
(b) Explain the relationship oriented organization in detail.
13. (a) Write short notes on Relationship data management.  
Or  
(b) What are the objectives of Data warehousing?
14. (a) Write the merits and demerits of campaign management.  
Or  
(b) What are the procedures in Integration Business Process Management?
15. (a) Explain the process of information.  
Or  
(b) What are the merits and demerits of Internet?

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about the history of CRM.
17. Explain the importance of Customer Divisibility in CRM.

18. Explain the different bases of segmentation in CRM.
  19. Explain in detail about the selection of Vendor.
  20. What are the best CRM practices in Marketing Technology?
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