F–2396	Sub. Code
	7BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Business Administration

MANAGERIAL ECONOMICS

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions.

1.   State the scope of managerial economics.

2.   State the law of supply.

3.   What is price consumption curve?

4.   State the kinds of price elasticity.

5.   What is meant by "safety margin"?

6.   What is personal income?

7.   Distinguish between gross profit and net profit.

8.   What is price rigidity?

9.   State the principal instrument of monetary policy.

10.   What are the objectives of Reserve Bank of India?

Section B $(5 \times 5 = 25)$

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

11. (a) What is the importance of consumer surplus?

Or

(b) Examine the exceptions to the law of demand.

12. (a) What are the assumption for the diminishing returns?

Or

(b) Examine the significance of elasticity of demand.

13. (a) What are the managerial uses of break even analysis?

Or

(b) What are the methods of measuring National Income?

14. (a) What are the features of perfect competition?

Or

(b) Explain the concept of kinked demand curve.

15. (a) Explain the "Contingent functions" of money.

Or

(b) Explain compensatory fiscal policy.

Section C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Analyze the relationship between managerial economics and decision making.

17. Explain the equilibrium of the consumer with the help of the indifference curve analysis.

2 **F–2396**

18. Explain the concept of cost output relationship in the short and long run.

19. How price is determined under monopolistic competition?

20. Discuss the role of commercial banks in the economic development of India.

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F–2396

F–2397	Sub. Code
	7BBA1C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Is the Journal a book of Original entry?

2. What are the two methods of preparing Trial Balance?

3. Distinguish between current account and account current.

4. What do you mean by Adjusting entry?

5. What is the meaning of incomplete records?

6. Draw the specimen of B/R account.

7. Write a short note on "Subscription".

8. Explain "Surplus" and "Deficit".

9. Explain the term "Amortization".

10. What is residual value?

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

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

11. (a) Enter the following transactions in the proper subsidiary books of M/s Arun.

    2015

    May 1   Bought goods from Mohandoss Rs. 1,500

    May 2   Sold goods to Peter Rs.1400

    May 5   Sanjay sold goods to us Rs. 1,000; trade discount 10%

    May 14   Sold goods to Mohan Rs. 1200

    May 18   Purchased goods from Rajan stores Rs. 2,000

    May 19   Received goods returned by Peter Rs. 1,400

    May 20   Returned goods by Sanjay worth Rs.90

    May 30   Goods returned by Mohan Rs.120

                         Or

    (b) State the advantages of double entry system.

12. (a) Krishna had the following transactions with Gopal :

    2016

    Jan 1   Opening balance due to Krishna Rs. 500

    Feb 4   Sold goods to Gopal Rs. 1,000

    Mar 15   Purchased goods from Gopal Rs. 300

    Apr 20   Received acceptance from Gopal for the bill dated April 15th one month after date Rs. 400

    May 15   Paid cash to Gopal Rs. 300

    Prepare on Account Current to be rendered by Krishna to Gopal on 30.06.2016 calculating interest at 10% pa.

                         Or

    (b) What is average due date? How its calculated?

                    2   **F–2397**

13. (a) How Profit is ascertained in single entry system?

Or

(b) Mohan is a retail merchant, commenced business with a capita] of Rs. 24,000 on 1.1.2010. Subsequently on 1.5.2010 he invested an additional capital of Rs. 10,000. During the year he has withdrawn Rs. 4,000 for his personal use. On 31st Dec 2010, his assets and liabilities were as follows :

Cash at bank	Rs. 6,000
Debtors	Rs. 8,000
Stock	Rs. 32,000
Furniture	Rs.4,000
Creditors	Rs. 10,000

Ascertain the profit or loss for the year 2010.

14. (a) Show by giving reasons, whether the following items of expenditure are capital or revenue.

(i) Carriage paid on goods purchased

(ii) Wages of Workman employed for setting up a new machinery.

(iii) Replacement cost of a worn - out part of plant.

(iv) Repairs of furniture purchased second - hand

(v) Brokerage paid in connection with the purchase of Land.

Or

(b) Calculate what amount will be posted to Income and Expenditure account for stationary from the following :

	Rs.
Stock of stationery of Jan. 1, 2016	300
Creditors for stationery Jan. 1, 2016	200
Advance paid for stationery Dec. 31, 2016	20

3

F–2397

	Rs.
Amount paid for stationery in 2016	1080
Stock of stationery Dec. 31, 2016	50
Creditors for stationery Dec. 31, 2016	130
Advance paid for stationery Dec. 31,2016	30

15. (a) Distinguish between Provision and Reserve.

Or

(b) A machinery of Rs. 13,000 (Depreciation Provision to date Rs. 1,400) was sold for Rs. 14,000. Commission paid to the selling agent was Rs. 420 and wages paid for removing the machine was Rs. 230. Prepare the machinery account.

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

Answer any **three** questions.

16. Prepare a bank reconciliation Statement as on June 2012 for Gandhimathi and Co. from the information given below.

Rs.

(a) Bank overdraft as per cash book on 30th June 2012   1,00,000

(b) Cheque issued on 20th June but not yet presented   45,000

(c) Cheques deposited but not yet credited to account   32,750

(d) Bills for collection not advised by bank but credited to the account   47,200

(e) Interest debited by bank on 27th June but no advice received   12,000

F–2397

(f) Subsidy received from government authorities by bank on the customer's behalf and credited to the account   22,000

(g) Amount wrongly debited by the bank   12,400

(h) Amount wrongly credited by the bank   25,000

17. On 31st December, 2012 the following trial balance was extracted from the books of Manickam :

Particulars	Debit	Credit
	Rs.	Rs.
Capital	–	50,000
Plant and Machinery	80,000	–
Sales	–	1,77,000
Purchases	60,000	–
Returns	1,000	750
Opening stock	30,000	–
Discount	350	800
Bank charges	75	–
Debtors	45,000	–
Creditors	–	25,000
Salaries	6,800	–
Wages	10,000	
Carriage inwards	750	–
Carriage outwards	1,200	
Bad debts provision	–	525
Rent, rates and taxes	10,000	–
Advertisement	2,000	–
Cash in hand	900	–
Cash at bank	6,000	–
	2,54,075	2,54,075

5

F–2397

You are required to prepare the trading and profit and loss account for the year ended 31st December 2012 and the balance sheet as an that date. The following adjustments are required.

(a) Closing stock Rs. 35,000

(b) Depreciation of plant and machinery at 6%

(c) Bad debts provision to be adjusted to Rs. 500

(d) Interest on capital to be allowed at 5% pa.

(e) Rs. 2,000 of the profit is to be carried to reserve fund.

18. From the following details, prepare Trading and Profit and Loss account and Balance Sheet

	On 01.01.2016	On 31.12.2016
	Rs.	Rs.
Stock	25,000	12,500
Debtors	62,500	87,500
Cash	6,250	10,000
Furniture	2,500	2,500
Creditors	37,500	43,750

Other details :

	Rs.
Bad debts	1,250
Discount received	3,750
Discount allowed	2,500
Sundry expenses	7,500
Payment to Creditors	1,12,500

6

F–2397

	Rs.
Received from debtors	1,33,750
Drawings	10,000
Sales Returns	3,750
Purchases Returns	1,250

Charge depreciation on Furniture 5%.

19. From the following receipts and Payments account and additional information prepare Income and Expenditure a/c and balance sheets as on 31.12.2013.

Receipts	Rs.	Payments	Rs.
To Balance b/d	2,000	By Wages	4,000
" Subscription	14,000	" Bats and ball	6,000
" Donations	6,000	" Sports Equipments	9,000
" Entrance fee	2,000	" Special Subscription	
" Interest on F.D at 10%	1,000	expenses	4,000
" Sale of Cycle	700	" Investments	1,000
" Special Subscription	4,300	" Furniture	4,000
		" Balance c/d	2,000
	30,000		30,000

Additional information :

(a) Capitalize donation, special subscription surplus in full and half of the entrance fee.

(b) Stock of bats and balls on 1.1.2013 Rs.4,000

Stock of bats and balls on 31.12.2013 Rs. 1,000

F–2397

(c) Subscription outstanding on 1.1.2013 Rs.7,000

Subscription outstanding on 31.12.2013 Rs. 1,000

(d) The assets on 1.1 .2013 were.

Cycle Rs. 1,000 Ground Rs.14,000

Furniture Rs. 5,000 Sports Equipments Rs.7,000

20. Machinery account showed a balance of Rs. 80,000 on 1st April 2011. On 1st October 2013, another machinery was purchased for Rs. 48,000. On 30th September 2013, a machinery which has book value Rs. 80,000. On 1.4.2011 was sold for the Rs. 48,000. Depreciation is to be provided at 10% per annum on Written down Value Method. The accounting year ends on 31st March. Prepare Machinery account and Depreciation account for three years.

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F–2397

F–2398	Sub. Code
	7BBA2C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 is Scientific Management?

3.   Define Mission.

4.   Define Objective.

5.   What are the characteristics of formal organization?

6.   What is line authority?

7.   What is recruitment?

8.   What do you mean by job rotation?

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 role of managers in an organization.

Or

(b) What are the functional areas of management?

12. (a) Explain the methods of forecasting.

Or

(b) Explain the planning process in detail.

13. (a) What are the differences between formal and informal organization?

Or

(b) Explain in detail about staff organization.

14. (a) Write the importance of staffing.

Or

(b) What are the methods of training?

15. (a) Explain the principles of controlling.

Or

(b) What are the problems in co-ordination?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the contributions of F.W. Taylor for management thought.

17. Explain the Decision making techniques.

F–2398

18. Explain the different types of groups and write its merits and demerits.

19. Explain the Maslow's Need Hierarchy theory.

20. Write in detail about co-ordination techniques.

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F–2398

F–2399	Sub. Code
	7BBA2C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Second Semester

Business Administration

COST ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A $(10 \times 2 = 20)$

Answer **all** questions.

1.   What is historical costing?

2.   Define the term "Cost Centre".

3.   What is centralised purchasing?

4.   Write a note on spoilage.

5.   What are non monetary incentives?

6.   Write a note on over time.

7.   What do you mean by multiple overhead rates?

8.   What is the importance of reconciliation?

9.   What is "Production Account"?

10. Why a "tender or quotation" is prepared?

Section B $(5 \times 5 = 25)$

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

11. (a) Bring out the importance of Cost Accounting.

Or

(b) Distinguish between Financial Accounting and Cost Accounting.

12. (a) Following information to a type of raw material is available.

Annual demand	2400 units
E.O.Q	300 units
Unit Price	Rs. 24
Storage cost	2% p.a.
Interest rate	8% pa.

Calculate the ordering cost per order.

Or

(b) Two material X and Y are used as follows :

Minimum usage : 50 units per week each

Maximum usage : 150 units per week each

Normal usage : 100 units per week each

Ordering Quantities :

X – 600 units and

Y – 1,000 units

Delivery period :

X – 4 to 6 weeks,

Y – 2 to 4 weeks

2   **F–2399**

Calculate for each material :

(i) Minimum level

(ii) Maximum level

(iii) Reordering level.

13. (a) From the following information, Calculate LTR :

Number of Workers at the beginning of
the year   3,900

Number of Workers at the end of the year   4,300

During the year, 80 Workers left while 160 workers
were discharged.

A total of 800 workers were recruited during the
year, of these, 200 workers were recruited because
of leavers and the rest were engaged in accordance
with an expansion scheme.

Or

(b) From the following particulars, ascertain the labour
cost per day of 8 hours

(i) Basic pay – Rs. 200 per month

(ii) Leave pay – 5%

(iii) Employer's contribution to Provident Fund –
8% of (i) and (ii)

(iv) Employer's contribution to ESI – $2\frac{1}{2}$ % of
(i) and (ii)

(v) Prorata amenities – Rs. 17.95 per head
per month.

(vi) Working hours in a month – 200.

F–2399

14. (a) Calculate machine hour rate from the following :

Cost of machine Rs. 19,200

Estimated Scrap value Rs.1,200

Average repair and maintenance charges per month Rs.150

Standing charges allocated to machine per month Rs.50

Effective Working life of machine 10,000 hours

Running Working life of machine 10,000 hours.

Power used by machine: 5 units per hour @ 19 paise per unit.

Or

(b) Prepare a cost Reconciliation Statement from the following :

	Rs.
Profit as per cost books	10,000
Value of closing Stock as per financial books	20,000
Value of closing stock as per cost books	18,000
Factory overheads over charged in financial books	2,000
Office overheads over recovered in cost books	3,000
Income tax paid	5,000

4

F–2399

15. (a) The accounts of Pleasant Company Ltd., show for 2011.

Material Rs. 3,50,000; Labour Rs. 2,70,000; Factory overheads Rs. 81,000 and administration overheads Rs. 56,080.

What price should the company quote for a refrigerator? It is estimated that Rs. 1000 material and Rs. 700 labour will be required for one refrigerator. Absorb factory overheads on the basis of labour and administration overhead on the basis of work cost. The profit $12\frac{1}{2}\%$ of selling price is required.

Or

(b) The cost accounts department of a company has supplied the following data for the supply of 5000 unit of product.

Direct material 4000 tons @ Rs. 2 per ton

Direct wages 8000 Labour hours Rs. 20 per hours

Overheads :

Variable :

     Factory   Rs. 10 per labour hour

     Selling   Rs. 20 per unit

Fixed :

     Factory   Rs. 2,00,000

     Office   Rs. 3,00,000

Prepare the statement showing the price to be fixed which will fetch a profit of 25% on cost.

5   **F–2399**

Section C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various elements of cost.

17. From the following particulars prepare stores ledger adjustment account under FIFO and LIFO method.

    2.3.2016   Purchases   200 units @ Rs. 200

    4.3.2016   Issued   150 units

    6.3.2016   Purchases   210 units @ Rs. 220

    10.3.2016   Issued   110 units

    17.3.2016   Purchases   200 units @ Rs. 210

    18.3.2016   Issued   220 units

    24.3.2016   Purchases   150 units @ Rs. 230

    28.3.2016   Issued   220 units

18. Three workers Ram, Rahim and Robert, having worked for 8 hours, produced 80,100 and 120 pieces of a product X on a particular day in May in a factory. The time allowed for 10 units of product X is 1 hour and their hourly rate is Rs. 4. Calculate for each of these three workers earnings for the day under

    (a) Straight piece rate

    (b) Halsey premium bonus (50 per cent sharing) and

    (c) Rowan premium bonus method of labour remuneration.

19. What are the various methods of the apportionment of Service depart expenses to functional departments?

6   **F–2399**

20. From the following Particulars prepare a cost sheet and ascertain the sales by adding a profit of 25% on Sales.

	1.8.2008 Rs.	31.8.2009 Rs.
Raw materials	30,500	48,500
Work - in - Progress	8,000	9,000
Finished goods	20,400	10,000

	Rs.
Purchase of raw materials	25,000
Direct wages	20,400
Factory expenses	10,500
Office expenses	5,400
Selling and Distribution expenses	7,300

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F–2399

F–2400	Sub. Code
	7BBA3C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 the need for studying Organizational Behaviour?

2.   Mention the nature of OB.

3.   Define : Personality.

4.   What is group decision making?

5.   Differentiate Leader from Manager.

6.   What is meant by Communication?

7.   What is job stress?

8.   What are the types of communication?

9.   Define : Resistance to change.

10.   What is Organizational Development?

Part B   (5 × 5 = 25)

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

11. (a) Discuss the importance of organizational behaviour.

          Or

     (b) What are the types of groups?

12. (a) Describe Trait theory of personality.

          Or

     (b) What are the factors influencing perception?

13. (a) What are the essentials of effective communication?

          Or

     (b) Describe about democratic leadership style.

14. (a) How stress of employees affect job performance?

          Or

     (b) Briefly explain the process of negotiation.

15. (a) What are the basic OD assumptions?

          Or

     (b) List out the steps in O.D. process.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Describe the characteristics of group behaviour.

17. Explain decision making techniques.

2   **F–2400**

18. Critically analyse the approaches of leadership based on leadership traits and behaviour.

19. Explain methods of managing stress.

20. "Change is basically positive" – Discuss the pros and cons of this statement.

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F–2400

F–2401

Sub. Code
7BBA3C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Business Administration

BUSINESS STATISTICS

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions.

1. What is Pictogram?

2. What is Class interval?

3. Define Harmonic mean.

4. Mention any two uses of mode.

5. What is meant by Co-efficient of range?

6. What is Quartile Deviation?

7. What is a linear Correlation?

8. State the need for regression lines.

9. What is an ideal index number?

10. What is meant by Secular trend?

Section B   (5 × 5 = 25)

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

11. (a)   State the general rules for preparing diagrams.

                    Or

    (b)   Explain the functions of Statistics.

12. (a)   State the empirical relationship between the averages.

                    Or

    (b)   Calculate the Geometric mean for the following data:

    35 386 153 125 118 1246

13. (a)

X	2	4	6	8	10
f	1	4	6	4	1

    Find mean deviation for the above data.

                    Or

    (b)   Given below are the marks obtained by 5 B.Com Students.

Roll No	101	102	103	104	105
Marks	10	30	20	25	15

    Calculate standard deviation.

2   **F–2401**

14. (a) What is importance of regression analysis?

Or

(b)

X	21	36	42	37	25
Y	47	40	37	42	43

For the data given above, Calculate Spearman rank Correlation Coefficient.

15. (a) State the limitations of index number.

Or

(b) What are the benefits of least square method?

Section – C $(3 \times 10 = 30)$

Answer any **three** questions.

16. Discuss the Characteristic and limitations of Statistics.

17. Calculate the arithmetic mean, median and mode.

Annual Profit (Rs.lakhs)	No of firms	Annual Profit (Rs.lakhs)	No of firms
Less than 10	3	Less than 50	135
Less than 20	18	Less than 60	161
Less than 30	45	Less than 70	168
Less than 40	93	Less than 80	170

3

F–2401

18. Goal scored by two teams A and B in a series of football matches were observed as follows.

No of Goals Scored in a match   No of matches

	Team A	Team B
0	5	4
1	7	5
2	5	5
3	3	4
4	2	3
5	3	3

Which team, A or B, may be considered as a more consistent team?

19. Find out the regression equation from the following data.

X   27   32   39   41   47   52   61

Y   18   35   24   37   23   27   47

20. Using three year moving averages, determine the trend and short - term fluctuation

Year	1983	1984	1985	1986	1987
Production	21	22	23	25	24
Year	1988	1989	1990	1991	1992
Production	22	25	26	27	26

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4   **F–2401**

F–2402	Sub. Code
	7BBA3C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Third Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS – I

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions.

1.   What is a digital computer?

2.   Explain the term system software.

3.   Write a note on spell check.

4.   Give a note on thesaurus.

5.   What is the use of slide show view?

6.   Write a note on design template.

7.   What is meant by editing?

8.   What is a worksheet?

9.   What is meant by FTP?

10.   Write a note on URL.

Section B   (5 × 5 = 25)

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

11. (a)   Explain the key functions of an operating system.

Or

(b)   What is meant by high level languages? Explain with examples.

12. (a)   Differentiate 'save' from 'save as' command.

Or

(b)   In what ways a new word document can be created? Briefly explain them.

13. (a)   How slide transitions can be set to a presentation?

Or

(b)   What are the components of a power point presentation screen?

14. (a)   How to insert a row in a worksheet?

Or

(b)   How to delete a column in a worksheet?

15. (a)   Write a note on internet protocols.

Or

(b)   What is a browser? Explain its types.

Section C   (3 × 10 = 30)

Answer any **three** questions.

16. Write a detailed note on compiler and assembler.

17. Explain mail merge in detail.

2   **F–2402**

18. How tables and graphs can be added in a power point presentation?

19. How worksheets can be formatted in excel?

20. Explain internet and intranet in detail.

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3   **F–2402**

F–2403	Sub. Code
	7BBA4C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 plant layout.

2. What is meant by localisation?

3. Define work study.

4. What is micro motion study?

5. Define production control.

6. Define the term materials management.

7. What is statistical quality control?

8. What do you understand by acceptance sampling?

9. Define the term 'materials management'.

10. What is meant by store keeping?

Part B (5 × 5 = 25)

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

11. (a) Explain the objectives of operations management.

Or

(b) Explain the principles of a good layout.

12. (a) State the objectives of method study.

Or

(b) Briefly describe the various recording aids used in method study.

13. (a) What are the phases of the production planning process?

Or

(b) What are the principles of efficient material handling?

14. (a) Explain the types of control charts.

Or

(b) What are the functions of inspections?

15. (a) How will you classify materials in a manufacturing concern?

Or

(b) What are the differences between excess stock and stock outs?

2 **F–2403**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Examine the recent trends in the location of industries in India.

17. Explain the different steps involved in work study technique.

18. Explain the types of material handling equipments.

19. Explain in detail the fundamentals of inspection.

20. What are the duties and responsibilities of the store keeper?

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F–2403

F–2404	Sub. Code
	7BBA4C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is Marketing Environment?

2. What is meant by marketing?

3. Who is a consumer?

4. Define Marketing Mix.

5. What is product line?

6. What is meant by branding?

7. Define Strategies.

8. What do you mean by retailing?

9. What is meant by coupons?

10. What do you mean by sales quotas?

Part B (5 × 5 = 25)

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

11. (a) What are the types of marketing environment?

Or

(b) What are the role of Marketing Manager?

12. (a) Explain in detail about buyer decision behavior.

Or

(b) Explain the elements of Marketing Mix.

13. (a) Write the concept of trademark and labeling.

Or

(b) Explain the types of packaging.

14. (a) Explain the strategies of pricing.

Or

(b) What is meant by Distribution Planning?

15. (a) Explain the process of sales forecasting.

Or

(b) Explain the advantages and disadvantages of personal selling.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of Marketing Management.

17. Explain the bases of segmentation.

F–2404

18. What are the classifications of Products?

19. Explain the methods of Pricing.

20. Write the procedure in effective selling.

_____

F–2404

F–2405		Sub. Code
		7BBA4C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS — II

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is a purchase order? Explain with an example.

2.   Mention any four pre-defined groups of accounts.

3.   What is meant by stock category?

4.   Explain in brief any two accounting vouchers.

5.   What is a regular voucher?

6.   Write about journal voucher.

7.   Write a note on funds flow.

8.   Briefly explain day book in Tally.

9.   What is meant by import of data?

10. Write about Tally vault password.

Part B (5 × 5 = 25)

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

11. (a) Write about double entry system.

Or

(b) Explain accounting features in detail.

12. (a) How stock items are created in multiple mode in Tally?

Or

(b) Explain FIFO with an example.

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

Or

(b) How rejections out is treated in Tally?

14. (a) Give the steps involved in printing multiple accounts.

Or

(b) Explain in brief the items included in inventory statements.

15. (a) What is meant by ODBC? How it can be activated?

Or

(b) How a group of company can be created in Tally?

2 **F–2405**

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. How accounting is made easy with Tally?

17. Explain configuration settings for inventory in Tally.

18. How a balance sheet be viewed in Tally? Give a specimen of it.

19. How a trial balance is prepared in Tally? Explain with an example.

20. Explain in detail the various types of security available in Tally.

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F–2405

F–2406	Sub. Code
	7BBA4C4

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by market equilibrium?

2.   Define–Break even point.

3.   What is meant by singleton?

4.   Write a note on "Complementary of a set".

5.   What do you mean by calculus?

6.   Explain Quotient rule.

7.   What is producer surplus?

8.   State the basic rules of integration.

9.   What is Diagonal matrix?

10. State the properties of matrix Addition.

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

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

11. (a) Show that the points (2,2), (6,3) and (4,11) form a right angled triangle.

Or

(b) Find the point of intersection of the following lines.

$x + 3y - 5 = 0$
$x - 2y + 5 = 0$

12. (a) State in words and then write in Tabular form:

(i) $A = \{x / x^2 = 4\}$

(ii) $B = \{x : x - 2 = 5\}$

(iii) $C = \{x / x \text{ is positive}, x \text{ is negative}\}$

(iv) $D = \{x / x \text{ is a letter in the word 'Pandian'}\}$

Or

(b) Verify the following associative law with help of Venn diagram and also Prove them.

$A \cup (B \cup C) = (A \cup B) \cup C$

13. (a) Find $\dfrac{d}{dx}(2x^2 + 5\log x)(3x^4 + 7x^3)$

Or

(b) Find $\dfrac{d}{dx}(e^{ax})$ where a is any constant.

2   F–2406

14.　(a)　Evaluate $\int \dfrac{3x+4}{x^2+x-6}\,dx$

Or

　　(b)　Find the maxima or minima of the function $y = x^2 - 4x - 5$

15.　(a)　If $A = \begin{bmatrix} 2 & 1 \\ 4 & 3 \\ 1 & 0 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 3 \\ 2 & 2 \end{bmatrix}$, Verify that $AB^T = B^T A^T$.

Or

　　(b)　If $A = \begin{bmatrix} 9 & 1 \\ 4 & 3 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 5 \\ 7 & 12 \end{bmatrix}$, Find the matrix X such that $3A + 5B + 2x = 0$.

Part C　　　　　　　　　$(3 \times 10 = 30)$

Answer any **three** questions.

16.　200 bulbs at a cost of 800 and 400 bulbs at a cost of Rs.1,200 are produced. Given that the cost curve is a straight line, find the equation of straight line and use it to find the cost of producing 300 bulbs.

17.　If $A = \{1,2,3\};\ B = \{2,3,4,5\};\ C = \{2,4,6,8\}$, Verify that

　　(a)　$A \cup B = (A - B) \cup B,$

　　(b)　$A - (A - B) = A \cap B,$

　　(c)　$A \cap (B - C) = (A \cap B) - (B \cap C)$

3　　　　　　　　　**F–2406**

18. The total cost function for the function of x units of an item is given by $T = 10 - 4x^3 + 3x^4$ find

   (a) The average cost

   (b) The marginal cost

   (c) The marginal average cost

19. The marginal cost of production of a firm given by $c'(x) = 5 + 0.13x$. The marginal revenue is given by $R'(x) = 18$ The fixed cost is Rs. 120. Find the profit function.

20. Find the inverse of $A = \begin{bmatrix} 4 & 0 & 2 \\ 2 & 10 & 2 \\ 3 & 9 & 1 \end{bmatrix}$

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F–2406

F–2407	Sub. Code
	7BBA5C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define business research.

2. State the significance of research.

3. Define hypothesis.

4. What are the essentials of a good research design?

5. Define sampling.

6. What is secondary data?

7. How Coding is used?

8. What are the types of charts?

9. What do you mean by a research report?

10. What is a bibliography?

Part B (5 × 5 = 25)

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

11. (a) What are the qualities of good researcher?

Or

(b) What are the precautions to be taken by the researcher when doing research?

12. (a) Explain briefly the various types of hypothesis?

Or

(b) What are the sources from which research problems are identified?

13. (a) Discuss the characteristics of interview method of data collection.

Or

(b) State the difference between Primary data and Secondary data.

14. (a) Write a brief note on "Nominal Scale".

Or

(b) Draw a table and show its components.

15. (a) What are the various types of reports?

Or

(b) What are the principles of writing a research report?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss different types of research.

17. Explain the steps involved in the research design.

F–2407

18. Describe about various types of Sampling techniques.

19. Explain important Scaling techniques used in business research.

20. What are the essential components of a good research report?

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F–2407

F–2408	Sub. Code
	7BBA5C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

MANAGEMENT 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 Accounting.?

3.   What is meant by Bank Overdraft?

4.   What do you mean by Quick Ratio?

5.   What are the sources of funds?

6.   What do you mean by non-current liabilities?

7.   What is Marginal Costing?

8.   Define Break Even Analysis.

9.   Define Material Variances.

10. What is meant by sales variances?

Part B   (5 × 5 = 25)

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

11. (a) What are the advantages of management accounting?

                     Or

    (b) Explain the functions of financial accounting.

12. (a) From the following information, calculate gross profit ratio.

	Rs.
Sales	10,00,000
Sales Returns	1,00,000
Cost of goods sold	5,85,000

                     Or

    (b) From the following information, prepare a statement of Assets and liabilities with as many details as possible:

    (i) Current ratio is 2.5

    (ii) Liquid ratio is 1.5

    (iii) Fixed assets are equal to 75% of proprietary capital

    (iv) Working capital is Rs.1,20,000

    (v) Reserves and surplus Rs.80,000

    (vi) Bank overdraft (part of current liabilities) Rs.20,000

    There is no long term loan or any other fictitious assets.

                     2   **F – 2408**

13. (a) From the following information relating to Sathya Ltd., Prepare funds flow statement. Balance sheet to Sathya Ltd., as on 31st December.

(Rupees in Thousands)

Liabilities	2015 Rs.	2016 Rs.	Assets	2015 Rs.	2016 Rs.
Share Capital	300	400	Cash	70	90
General reserve	100	50	Accounts Receivable	105	150
Retained earnings	30	60	Inventories	150	195
Accounts payable	45	135	Fixed assets	150	210
	475	645		475	645

Additional Information:

Depreciation written off during the year Rs.15,000.

Or

(b) What are the merits and demerits of cash flow statement?

14. (a) Following are the particulars about Daniel and Company.

Year	Sales (Rs.)	Profit (Rs.)
2010	10,00,000	1,50,000
2011	12,00,000	2,30,000

Find out:

(i) P/V ratio

(ii) Fixed cost

(iii) Break-Even Point

(iv) Profit when sales is Rs.12,50,000

(v) Sales required to earn a profit of Rs.2,00,000

Or

3

F – 2408

(b)   From the following data, find break-even point.

	Rs.
Selling price per unit	10
Trade discount	5%
Direct material cost per unit	3
Direct labour cost per unit	2
Fixed Overheads	10,000

Variable Overheads 100% on direct labour cost.

If sales are (i) 10% and (ii) 15% above the Break-Even Volume, determine the net profits.

15.   (a)   From the information given below, calculate the material price variance and the material usage variance.

Consumption per 100 units of product

Material	Standard	Actual
A	40 units @ Rs.50 per unit	50 units @ Rs.50 per unit
B	60 units @ Rs.40 per unit	60 units @ Rs.45 per unit

Or

(b)   What are the advantages of Standard Costing?

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Explain the scope of Management Accounting.

17.   From the following information, you are required to prepare a balance sheet:

Current ratio	1.75
Liquid ratio	1.25
Stock turnover ratio (cost of sales /closing stock)	9
Gross profit ratio	25%

4   **F – 2408**

Debt collection period   1.5 months

Reserves and surplus to capital   0.2

Fixed assets turnover (on cost of sales)   1.23

Capital gearing ratio (long term debt to share capital) 0.6

Fixed assets to net worth   1.25

Sales for the year   Rs.12,00,000

18. The following are the comparative Balance Sheets of ABC
    Ltd. As on 31st December 2014.

Liabilities	2014 Rs.	2015 Rs.	Assets	2014 Rs.	2015 Rs.
Share Capital (Share of Rs.10 each)	35,00,000	37,00,000	Land	10,00,000	15,00,000
			Stock	24,60,000	21,35,000
P & L Account	5,04,000	5,28,000	Good will	5,00,000	2,50,000
9% Debentures	5,16,000	5,92,000	Debtors	7,10,000	8,45,000
Creditors	6,00,000	3,00,000	Cash	4,50,000	3,90,000
	51,20,000	51,20,000		51,20,000	51,20,000

Other particulars provided to you are:

(a) Dividends declared and paid during the year
    Rs.1,75,000

(b) Land was revalued during the year at Rs.1,50,000
    and profit on revaluation was transferred to
    P and L a/c.

You are required to prepare a Cash Flow statement for
the year ended 31-12-2015.

5   **F – 2408**

19. Describe the steps involved in application of marginal costing.

20. The labour budget of a Company for a week is as follows:

20 skilled men @ 50 paise per hour for 40 hours	= 400
40 unskilled men @ 30 paise per hour for 40 hours	= 480
	880

The actual labour forces was used as follows:

30 skilled men @ 50 paise per hour for 40 hours	= 600
30 skilled men @ 35 paise per hour for 40 hours	= 420
	1020

Calculate Labour Variances.

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F – 2408

F–2409	Sub. Code
	7BBA5C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is Human Resource Management?

2. State the difference between HRM and personal management.

3. What is meant by selection?

4. What is job analysis?

5. What is meant by employee training?

6. What is executive development?

7. What is demotion?

8. Define the term 'wage'.

9. What are the objectives of Industrial Relations?

10. What is collective bargaining?

Part B   (5 × 5 = 25)

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

11. (a) List out the objectives of HRM.

Or

(b) Explain about scope of HRM.

12. (a) What are the types of tests in the selection process?

Or

(b) What are the components of job description?

13. (a) Discuss the importance of training.

Or

(b) What are the types of training?

14. (a) What are the types of transfer?

Or

(b) What are the methods of wage payment?

15. (a) State the importance of Industrial Relations.

Or

(b) What are the features of collective bargaining?

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. What are the functions of HRM?

17. Explain the methods of job evaluation.

18. Discuss the various methods of executive development.

19. Explain the various methods of performance evaluation.

20. Elucidate the role of collective bargaining.

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F–2410	Sub. Code
	7BBAE1A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

Elective — **TOURISM MANAGEMENT**

(CBCS – 2017 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Briefly define tourism.

2. What is alternative tourism?

3. What is Visa?

4. What is meant by domestic tourism?

5. What do the following abbreviations stand for?
   (a) STDC
   (b) ITDC.

6. Give any four examples of STDCs.

7. What are the various modes of transport?

8. Define travel agency.

9. What are Government guest houses?

10. What do you mean by hotel chains?

Part B (5 × 5 = 25)

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

11. (a) List the five 'A's which are needed at a destination if tourism is to be promoted.

Or

(b) Write short notes on travel motivators.

12. (a) Why is it advisable to have travel insurance while going abroad?

Or

(b) Which are the new competitive global tourism destination?

13. (a) Explain the activities of Department of Tourism.

Or

(b) Describe the various stages in the process of formulating a tourism plan.

14. (a) Give the importance of airlines in the tourism industry.

Or

(b) What are the aims of UNWTO?

15. (a) Explain how a professional hotel operates?

Or

(b) Advertising in tourism essentially follows the AIDA principles. Do you agree?

2 $\boxed{\textbf{F–2410}}$

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain how the various modes of transportation developed from the beginning.

17. Discuss the economic impacts of tourism on a developing country.

18. Explain how STDCs help to promote tourism in India.

19. Explain the objectives and functions of International Air Transport Association.

20. Explain the role and importance of Tourism promotion.

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F–2410

F–2411	Sub. Code
	7BBAE1B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

BUSINESS ADMINISTRATION

Elective : MARKETING RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define marketing research.

2. Mention any four sales and market research.

3. What is meant by experimental research?

4. Explain in brief descriptive research.

5. Write a note on secondary data.

6. Write about survey method of data collection.

7. Write a note on snowball sampling.

8. Briefly explain semantic differential scale.

9. Write a note on self reporting.

10. Briefly explain pre–testing.

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

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

11. (a) Give the uses and limitations of marketing research.

          Or

    (b) Explain why marketing research is important.

12. (a) Give the differences between exploratory research and conclusive research.

          Or

    (b) How an exploratory research is conducted?

13. (a) What are the merits and demerits of interview?

          Or

    (b) Explain in brief the various sources of secondary data.

14. (a) Explain the various types of scales.

          Or

    (b) What are the various types of non-probability sampling?

15. (a) Write about Marketing Decision Support System.

          Or

    (b) What is meant by consumer research? Is it essential in a market setting?

2   **F – 2411**

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

Answer any **three** questions.

16. Explain the position of marketing research in India.

17. What are the difficulties in applying scientific research methods?

18. Explain the various methods of data collection in detail.

19. How a report is prepared? Give the basic outline of a report.

20. What is meant by sales analysis? What are the approaches relating to it?

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3 **F – 2411**

F–2412	Sub. Code
	7BBAE2A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

Elective : SERVICE MARKETING

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Services Marketing.

2.   What is product?

3.   Define Service design.

4.   What is service layout?

5.   What do you mean by service marketing mix?

6.   What is meant by service offer?

7.   Define Pricing.

8.   What do you mean by advertising?

9.   What is meant by service delivery?

10.   Define services cape.

Part B (5 × 5 = 25)

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

11. (a) Explain the nature of services.

Or

(b) What are the components of a service?

12. (a) Explain the components of service blue printing.

Or

(b) Explain the service benchmarking in detail.

13. (a) What are the characteristics of service delivery system?

Or

(b) Explain in detail about service product.

14. (a) Write the types of pricing in services.

Or

(b) What are the merits of directing marketing?

15. (a) Explain the factors to be considered in choosing a service location.

Or

(b) What are the methods of distributing services?

2   **F – 2412**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the evolution and growth of service sector.

17. Explain the factors to be considered in designing service process.

18. Write the characteristics of service marketing mix.

19. Explain the objectives of sales promotion.

20. What are the strategies for creating customer-oriented service delivery?

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F – 2412

F–2413		Sub. Code
		7BBAE2B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2019

Fifth Semester

Business Administration

Elective: INSURANCE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define insurance.

2. State the meaning of subrogation.

3. Define a life insurance contract.

4. Give the meaning of surrender value.

5. Give the meaning for Jettison.

6. What is a 'Named policy' with respect to marine insurance?

7. Define fire insurance.

8. What do you mean by 'cover note'?

9. What is meant by rural sector?

10. What is burglary insurance?

Part B (5 × 5 = 25)

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

11. (a) Explain the importance of insurance management.

Or

(b) Explain the functions of insurance.

12. (a) Describe the organizational structure of LIC of India.

Or

(b) Briefly explain the classification of LIC policies.

13. (a) Distinguish between Actual Total Loss and Constructive Total Loss.

Or

(b) What are the various documents required for making a claim for total loss?

14. (a) Describe the nature of fire insurance contract

Or

(b) What are the rights of insurer in case of fire insurance?

15. (a) Explain the role of manager in personal accident insurance.

Or

(b) Write short notes on Privatisation of Insurance Industry.

2 **F–2413**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the principles of an insurance contract.

17. Explain the essential features of life insurance.

18. Explain the recent trends in marine insurance business.

19. Name and explain the major types of policies which are generally issued by fire insurance companies.

20. What is auto insurance? Examine the coverage of such an auto insurance policy.

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F–2413