

<b>A-8678</b>
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<b>Sub. Code</b>
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<b>4BBA1C1</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Business Administration**

**ENVIRONMENT OF BUSINESS**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. State the need for studying business environment.
2. What does economic environment deal with?
3. What do you mean by socio-cultural environment?
4. Define the term cultural heritage.
5. What is known as technological environment?
6. Mention the different roles played by the government in controlling business.
7. What do you mean by standard of living?
8. What is meant by fiscal policy?
9. Who is a consumer?
10. What do you mean by trade mark?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on the nature of business environment.

Or

- (b) What are the external factors that affect business environment?

12. (a) Briefly explain the various social attitudes that influences Indian business.

Or

- (b) Describe the significance of values in business.

13. (a) What are the disadvantages of importing technology?

Or

- (b) Why it is necessary for the state government to have a control on business?

14. (a) Discuss the impact of population and standard of living on business.

Or

- (b) Write a short note on FDI.

15. (a) What are the salient features of Industries Act, 1951?

Or

- (b) Explain the objectives of Patent Act, 1970.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the impact of technological environment on business decisions.
  17. “Cultural heritage plays a vital role in business”  
Comment.
  18. Discuss how the technological environment affects the society.
  19. Explain the role of multinational corporations in Indian economy.
  20. Describe the procedure to obtain information under Right to Information Act.
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<b>4BBA1C2</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**First Semester**

**Business Administration**

**FINANCIAL ACCOUNTING**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is Accounting?
2. What is Double Entry system?
3. What is Account current?
4. What do you understand by Final Accounts?
5. What is single entry system?
6. Give any two limitations of single entry system.
7. What is Non-trading concerns?
8. What is meant by capital expenditure?
9. What is Depreciation?
10. What are the merits of Diminishing Balance method?

**Part B**

(5 × 5 = 25)

Answer **all** the questions.

11. (a) What are the functions of Accounting?

Or

- (b) What are the advantages of double entry system?

12. (a) A firm had opening stock of Rs.5,000 on 1<sup>st</sup> Jan, 2005. The following transactions took place during the year, Calculate Gross profit.

	Rs.		Rs.
Purchases	25,000	Carriage Inward	300
Sales	40,000	Duty	500
Purchases Returns	100	Stock on 31 <sup>st</sup> Dec, 2005	1,000
Sales Returns	250		

Or

- (b) What are the Advantages of Trading Account?
13. (a) From the following information, calculate the profit earned by a petty trader during the year 2008.

	Rs.
Capital as on 31.12.2008	66,000
Capital as on 01.01.2008	65,000
His Drawings during 2008	12,000
Further capital introduced by him	7,000

Or

- (b) During the year 2008, the following transactions took place :

	Rs.
Purchases during the year	75,000
Sales during the year	1,25,000
Closing stock on Dec.2008	15,000
Manufacturing Expenses	10,000

Rate of Gross profit was 25% on cost. Find out the opening stock.

14. (a) Calculate the amount to be posted to Income and Expenditure Account for the year ended 2008.

Receipts and Payments Account show that subscriptions received Rs. 9,000. This amount of subscriptions included Rs. 800 outstanding in the previous year and Rs. 1,000 for the next year. Rs. 2,000 is still outstanding for current year.

Or

- (b) What are the features of Receipts and Payments Account?
15. (a) A Asset is purchased for Rs. 25,000. Depreciation is to be provided annually according to the straight line method. The useful life of the asset is 10 years. The residual value is Rs. 5,000. You are required to find out the rate of depreciation and prepare an asset a/c for the first three years.

Or

- (b) A company purchased a plant for Rs. 50,000. The useful life of the plant is 10 years and the residual value is Rs. 10,000. Find out the rate of depreciation under straight line method.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Journalise the following transactions in the books of Sri. T.N. of Coimbatore :

1991

- Oct 1 Commenced business with Rs. 50,000
- 3 Purchased goods for cash Rs. 10,000 at 5% trade discount
- 4 Paid carriage Rs. 50
- 8 Purchased machinery for Rs. 20,000
- 10 Sold goods to Madhan on account for Rs. 15,000

17. From the following figures, prepare profit and loss account of Madanlal, as it would appear at the one year ended on 30<sup>th</sup> June, 2010.

	Rs.		Rs.
Salaries and wages	3,000	Advertising	1,000
Commission paid	200	Discount Allowed	1,800
Postage and Telegram	150	Rent received	1,700
Insurance	300	Interest on Investment	1,500
Interest paid	400	Bad debts	900
Carriage outward	500	Brokerage paid	95

The gross profit was 45% of sales, which amounted to Rs. 65,000.

18. What are the limitations of Single Entry System?
19. Prepare Receipts and Payments Account of a club for the year ended 31<sup>st</sup> Dec. 1999 from the following particulars :

	Rs.		Rs.
Opening balance of cash	40,000	Rent paid	1,200
Entrance fees	8,000	Payment for purchase of cricket balls	500
Subscription received in 1999	16,000	Payment for purchase of cricket bats	1,600
Previous year subscription received	1,600	Stationery paid	100
Paid salaries	2,000		
Miscellaneous expenses	200		

20. Explain the Need for depreciation.

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Second Semester**

**Business Administration**

**PRINCIPLES OF MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 2 = 20)

Answer **all** questions.

1. What is unity of command and unity of direction?
2. Is Management a science or an art?
3. Differentiate rules and policies
4. What do you mean by planning premises?
5. Give the meaning of Line Organisation.
6. Why employees form informal groups?
7. What is carrot and stick approach in motivation?
8. What is on-the-job training?
9. What is span of management?
10. Expand POSDCORB



**Section B**

(5 × 5 = 25)

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

11. (a) Distinguish between Management and Administration.

Or

- (b) What are the major contributions of F.W.Taylor to management?

12. (a) Explain the concept of MBO with its merits and demerits.

Or

- (b) Explain about Business forecasting and its importance.

13. (a) Explain various steps involved in the process of organizing.

Or

- (b) Distinguish between Formal groups and informal groups.

14. (a) Discuss the importance of Delegation of authority in an organisation.

Or

- (b) Examine the financial and non-financial incentives for motivation.

15. (a) Write about the need and features of co-ordination.

Or

- (b) Explain the use of Budgetary control and its benefits.

## Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the contributions of Henry Fayol to management.
  17. Enumerate the steps in the process of planning in detail.
  18. What are the causes for the conflicts between line and staff organization.? How can you overcome.
  19. Explain the different methods of performance appraisal.
  20. Explain the different techniques of Co-ordination and problems in Co-ordination.
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**4BBA2C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Second Semester**

**Business Administration**

**COST ACCOUNTING**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Cost unit?
2. What is Sunk cost?
3. What is FIFO?
4. What do you mean by Danger Stock Level?
5. What is Labour Turnover?
6. What is Halsey Plan?
7. What is Overhead?
8. What is Absorption of Overheads?
9. Define: Output Costing.
10. What is Cost Sheet?

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write down the limitations of cost accounting.  
Or  
(b) What are the different elements of costing?
12. (a) Write a note on ABC analysis.  
Or  
(b) Explain Simple Average Method of Stores Ledger Account.
13. (a) What is idle time? How is it treated in costing of labour?  
Or  
(b) Calculate the bonus and earnings of a worker under Bedaux point Plan.  
Standard production - 8 hours daily = 100 units  
Actual production for hours daily = 125 units  
Hourly wage rate = Rs. 3
14. (a) Explain about primary and secondary distribution of overheads  
Or  
(b) Enumerate the different classification of overhead.
15. (a) Prepare a cost sheet indicating the prime cost, work cost, production cost, cost of sales and sales value for the year ended 31.12.2010.

Direct material	Rs. 7,00,000
Direct wages	Rs. 5,30,000
Profit	Rs. 4,04,000
Selling and distribution overhead	Rs. 3, 15,000
Administrative overhead	Rs. 2,10,000
Factory overheads	

Or

- (b) Explain the different elements of cost sheet with example

**Part C**

(3 × 10 = 30)

Answer **any three** questions

16. Explain the importance of Output costing
17. Calculate maximum level, minimum level and re-order level from the following:

Re-order quantity	1700 units
Re-order period	11-16 days
Normal re-order period	10 days
Maximum consumption	250 units per day
Normal consumption	220 units per day
Minimum consumption	200 units per day

18. Show the Stores Ledger entries as they would appear when using (a) FIFO method and (b) Weighted average method of pricing issues:

Dec 1	Purchase	300 units @ Rs. 3 per unit
Dec 4	Purchase	600 units @ Rs.4 per unit
Dec 6	Issue	400 units
Dec 10	Purchase	600 units @ Rs.4 per unit
Dec 15	Issue	1000 units
Dec 20	Purchase	400 units @ Rs.5 per unit
Dec 23	Issue	200 units

19. Explain the relative merits and demerits of time wage system.
20. Find out the Economic Order Quantity when the annual consumption is 6000 kg. Ordering cost is Rs. 120 per order. Price per kilo is Rs. 20 and carrying cost is 20% Also ascertain the frequency of placing order.

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**B.B.A DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Business Administration**

**ORGANIZATIONAL BEHAVIOUR**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write down TWO features of Organizational Behaviour.
2. What is Group Behaviour?
3. Define Personality.
4. Define Perception.
5. Define Communication.
6. List the types of Leadership Styles.
7. What is Individual Conflict?
8. What is Stress Syndrome?
9. Write two objectives of Organizational Development programs.
10. Define Organizational Change.

**Part B****(5 × 5 = 25)**Answer **all** questions

11. (a) Explain the Various levels of Organizational Behaviour

Or

- (b) Discuss the Scope of Organizational Behaviour.

12. (a) State the Importance of Perceptions.

Or

- (b) What are the techniques for Group Decision Making?

13. (a) Write Short Note on Managerial Grid.

Or

- (b) What are the advantages and disadvantages of Autocratic Leadership style?

14. (a) Discuss the Various sources of Stress.

Or

- (b) What Strategies can be developed to Manage Conflict in Organization?

15. (a) What are the stages in Organizational Change?

Or

- (b) What are the basic assumptions of Organizational Development?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the determinants of Organizational Behaviour?
  17. Discuss the Personality attributes influencing Organizational Behaviour.
  18. Discuss the External and internal forces influencing Organizational Change.
  19. What Strategies can be developed by Organization in Managing Stress of their Employees?
  20. Explain the Various Barriers of Communication.
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<b>4BBA3C2</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Business Administration**

**BUSINESS STATISTICS**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a pie diagram?
2. What do you mean by Ogives?
3. Explain Median.
4. What is mean by harmonic mean?
5. What is quartile deviation?
6. Explain the term Range.
7. Write a note on rank correlation.
8. What do you mean by regression analysis?
9. Explain the methods of least square.
10. Explain cost of living index.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the limitations of diagram and charts?

Or

- (b) How is Histogram different from a bar graph?

12. (a) Explain the types of average.

Or

- (b) Say you have received the following grades on the last 6 Statistics exams:

92, 84, 90, 78, 94, 88

What is the average test score, rounded to the nearest ten?

13. (a) Explain the uses of standard deviation.

Or

- (b) Here are the amounts of gold coins the 10 pirates have:

4, 2, 5, 8, 6, 7, 8, 2, 8, 7

Calculate the standard deviation.

14. (a) Write down the uses of correlation analysis.

Or

- (b) The table below shows the number of absences,
- $x$
- , in a calculus course and the final exam grade,
- $y$
- , for 7 students. Find the correlation coefficient and interpret your result.

$x$	1	0	2	6	4	3	3
$y$	95	90	90	55	70	80	85

15. (a) What are the uses of time series?

Or

- (b) The price of a laptop:

In 1997 is Rs.30,000

In 1999 is Rs.35,000

In 2000 is Rs.45,000

Construct a price index for a laptop with base year 1999.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Write a detailed note on Pictogram, Cartogram and Histogram.
17. Bailey has been playing golf on the weekends for the past three years. Recently, she started keeping track of her recorded scores. Her scores for June and July at her favorite 9-hole (par 36) golf course are provided below.  
43, 45, 53, 42, 37, 38, 39, 30, 46, 30, 39, 37

Find the Mean, Median, and Mode for the above data

18. Write down the methods of Range.
19. Find Spearman's rank correlation coefficient between X and Y for this set of data.
- |   |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|
| X | 13 | 20 | 22 | 18 | 19 | 11 | 10 | 15 |
| Y | 17 | 19 | 23 | 16 | 20 | 10 | 11 | 18 |
20. Explain various methods of measuring trends.

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<b>4BBA3C3</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Third Semester**

**Business Administration**

**COMPUTER APPLICATIONS IN BUSINESS – I**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Computer System Language?
2. Explain Flow Chart with an example.
3. What is meant by Spell check?
4. What is the use of Formatting option in MS-office?
5. Differentiate between tables and chart.
6. What is meant by Animation?
7. Write a note on MS-excel.
8. What do you mean by the term database?
9. What is a Browser?
10. Explain about Webpage.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the advantages of a computer.

Or

- (b) What are the uses of computer in business?

12. (a) Explain the steps in creating a word document.

Or

- (b) How will you save a document in MS-Word?

13. (a) Explain the role of animation in business development.

Or

- (b) How will you insert a picture in PPT slide?

14. (a) Write down the steps in creating a workbook in MS-excel.

Or

- (b) How will you enter data in a spreadsheet?

15. (a) What is meant by a Search Engine?

Or

- (b) Differentiate between Internet and intranet.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain various types of OS.
  17. Explain the steps in Mail merge.
  18. Draw PPT representing your college not more than 12 slides.
  19. Explain the steps for editing and formatting a workbook.
  20. Write down the steps in creating an email-id.
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<b>4BBA4C1</b>
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**B.B.A DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Business Administration**

**OPERATIONS MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define plant location.
2. State the need for a good layout.
3. What is meant by standard time?
4. Define Time study.
5. What is a Route sheet?
6. Name few Materials Handling Symbols.
7. What is a control chart?
8. Define Inspection.
9. Define Materials Management.
10. Explain the term MRP.

**Part B****(5 × 5 = 25)**

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

11. (a) Explain the various principles involved in selecting a plant layout.

Or

- (b) Write short notes on  
(i) Location Break even analysis method  
(ii) Factor point rating method

12. (a) State the objectives and scope of Method study.

Or

- (b) What is work sampling? State its advantages and disadvantages.

13. (a) Why should materials handling system should be effective?

Or

- (b) What is Routing? What are the various factors affecting Routing procedure?

14. (a) What are the various objectives and importance of quality control system.

Or

- (b) Give a comparison between centralised and decentralised inspection.

15. (a) What do you understand by codification of Materials? Explain the merits and demerits of codification.

Or

- (b) Explain about ABC analysis in detail.



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

Answer any **three** questions.

16. Explain in detail the various types of plant layout.
  17. Explain in detail the various recording aids used in method study.
  18. How would you determine EOQ? Explain the various assumptions of EOQ.
  19. Define control charts. Explain in detail the various principles and interpretations of control charts.
  20. Explain in detail the functional areas of materials Management.
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<b>4BBA4C2</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Business Administration**

**MARKETING MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write any two difference between marketing and selling.
2. What is macro marketing environment?
3. What are specialty goods?
4. What is targeting and positioning?
5. What do you mean by line-stretching?
6. Define 'Brand Mark'
7. What is penetration pricing?
8. What do you mean by One Level distribution?
9. Define personal selling.
10. What is AIDA Sales Formula.

**Part B****(5 × 5 = 25)**

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

11. (a) Define marketing management. Draw an organization chart of a marketing department showing reporting relationships.

Or

- (b) Explain the various functions of a marketing manager.

12. (a) What are the micro and macro bases for segmentation?

Or

- (b) What are the steps in buyer decision process?

13. (a) Write a note on importance and functions of packaging.

Or

- (b) Explain briefly the different steps in the process of selecting Brand Name and what are the merits of branding?

14. (a) Write a short note on pricing methods.

Or

- (b) Explain the need and importance of distribution channel.

15. (a) What do you mean by Personal selling and What are the good qualities of a salesman?

Or

- (b) What are objections by buyers? How will you overcome objections during selling?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Analyze the marketing environment of an industry of your choice using SWOT analysis.
  17. What is marketing mix? Examine the various elements of marketing mix.
  18. What is a new product? Explain the various steps involved in new product development.
  19. How pricing is used as a strategy? Explain the various pricing strategies.
  20. What is sales forecasting? Explain the various methods.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fourth Semester**

**Business Administration**

**COMPUTER APPLICATION IN BUSINESS – II**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a Ledger?
2. What do you mean by double entry system?
3. What is a budget?
4. Explain the term voucher.
5. What is sales order voucher?
6. Explain regular vouchers.
7. What is meant by fund flow?
8. Write a note on Trial Balance.
9. Expand and explain ODBC.
10. What is meant by restore of data?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Explain the features of Tally.

Or

(b) Write down the features of Extended Enterprise.

12. (a) Differentiate between FIFO and LIFO.

Or

(b) What are the various types of vouchers?

13. (a) Write down the steps in Inventory allocations.

Or

(b) Draft an imaginary balance sheet of any business concern and justify your entry.

14. (a) What are the advantages of Funds flow statement?

Or

(b) Write a detailed note on Gateway of Tally.

15. (a) Write down the steps in Import and Export of data.

Or

(b) Explain the uses of user name and password in security control.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Role of Computers in Accounting.
  17. What is the role of Foreign Exchange Transactions in accounting? Explain in detail.
  18. Write down the importance of Invoice entry in accounting.
  19. Explain different options for printing configuration.
  20. How will you Exchange and Merge data using Tally. Explain.
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4BBA4C4

B.B.A DEGREE EXAMINATION, NOVEMBER 2019

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2014 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Find the distance between the points  $(0,-2)$  and  $(-1,0)$ .
2. Find the slope of the line perpendicular to the line joining the points  $(3,2)$  and  $(-3,1)$ .
3. What do you mean by proper subset?
4. If  $A = \{1,2,3,4\}$  and  $B = \{3,4,5,6\}$ , Find  $A \cap B$ .
5. Find the derivative of  $y = x^{15}$ .
6. State the Quotient rule of differentiation.
7. What is the criterion for maxima?
8. Define Integration.
9. What is meant by order of a matrix?
10. Write the transpose of the matrix  $\begin{bmatrix} 3 & -2 & -3 \\ 1 & 0 & 1 \end{bmatrix}$



**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) If the line joining the points (3,2) and (2,-3) is parallel to the line joining the points (4,3) and (2,k). Find the value of 'k'.

Or

- (b) Find the equation of the line whose x-intercept and y-intercept are  $\frac{3}{2}$  and  $\frac{2}{5}$  respectively.

12. (a) What are the different types of sets?

Or

- (b) If  $A = \{x, y\}$ ,  $B = \{p, q\}$  and  $C = \{q, r\}$ , find

(i)  $A \times (B \cup C)$

(ii)  $A \times (B \cap C)$

13. (a) If  $y = \frac{5}{2}x^2 - \frac{7}{5}x^5 + 3x^{-3}$ , find  $\frac{dy}{dx}$ .

Or

- (b) If C is the total cost for producing x units of a product and the average cost function is given by  $0.0001x^2 - 0.02x + 4 + \frac{5000}{x}$ , find the marginal cost function.

14. (a) Find the maximum and minimum values of  $x^3 - 3x^2 - 9$ .

Or

- (b) Evaluate  $\int (5 - 4x - x^2 + 2x^3) dx$ .

15. (a) State the properties of matrix addition.

Or

(b) Find the inverse of  $A = \begin{bmatrix} 1 & 2 & -1 \\ 0 & -3 & 2 \\ 4 & 1 & 0 \end{bmatrix}$ .

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain the application of break-even analysis in business.
17. Illustrate the De-Morgan's Law.
18. Differentiate  $(5x^3 + 6x^2 - 11x + 5)^{10}$  with respect to  $x$ .
19. The marginal cost function of a firm  $f^1(c) = 1 + 2x - 6x^2$ , where ' $x$ ' is the output. Find the total cost, average cost, total variable cost, average variable cost, given that fixed cost is Rs. 70.
20. Solve the system of equations by matrix inversion technique.  
 $x + 2y - z = 2$ ;  $3x - 4y + 2z = 1$  and  $-x + 3y - z = 4$ .

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<b>4BBA5C1</b>
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**MARKETING RESEARCH**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by marketing research?
2. Mention the services rendered by research agencies.
3. What is research design?
4. What is meant by experimental research?
5. Define primary data.
6. What do you mean by questionnaire?
7. What is census?
8. Define research report.
9. What do you mean by product research?
10. Define advertising.

**Part B**

(5 × 5 = 25)

Answer **all** questions.

11. (a) State the purposes of conducting marketing research.

Or

- (b) Discuss the limitations of marketing research.

12. (a) Write a note on Scientific methods in marketing research.

Or

- (b) Distinguish between Exploratory and Conclusive research.

13. (a) Analyse the merits and demerits of interview method.

Or

- (b) How to evaluate secondary data?

14. (a) Describe the reasons for sampling.

Or

- (b) Write a note on Likert Scale.

15. (a) Discuss the purposes of conducting a sales analysis research.

Or

- (b) Describe the uses of consumer research.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain the trend of marketing research in India.
  17. Describe the marketing research process.
  18. Explain the steps in drafting a questionnaire.
  19. Briefly explain the sampling methods with their merits and demerits.
  20. Explain the techniques adopted in motivational research.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**MANAGEMENT ACCOUNTING**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Explain the term Financial statement.
2. Write a short note on Trend Analysis.
3. What is Ratio?
4. What do you understand by Capital Gearing Ratio?
5. What is cash Flow statement?
6. Explain the term “Flow of funds”.
7. What is Break Even Point?
8. Define marginal cost.
9. Define standard cost.
10. What do you mean by material cost variance?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the functions of Management Accounting.

Or

- (b) What are the objectives of financial statement analysis?

12. (a) What are the limitations of the Ratio Analysis?

Or

- (b) Current Ratio = 2.8

Acid Test Ratio = 1.5

Working Capital = Rs.162000

Find out

- (i) Current Assets
- (ii) Current Liabilities
- (iii) Liquid Assets
- (iv) Stock
13. (a) What are the uses of Fund Flow Statement?

Or

- (b) What are the differences between Fund Flow Statement and Cash Flow Statement?

14. (a) What are the Advantages and Limitations of Marginal Costing Technique?

Or

- (b) The following data are obtained from the records of a company.

Sales	First Year	Second Year
Profit	Rs. 80,000	Rs.90,000
	10,000	14,000

Calculate the BEP.

15. (a) What are the determinants of standard costs?

Or

- (b) Calculate the materials mix variance from the following.

Material	Standard	Actual
A	90 units at Rs.12 each	100 units at Rs.12 each
B	60 units at Rs.15 each	50 units at Rs.16 each

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. What are the objectives of management Accounting?
17. Explain the classification of Ratios.
18. From the following balance sheets of the company for the year ended 31<sup>st</sup> December 2009 and 2010. Prepare schedule of changes in working capital and fund flow statement.



Liabilities	31.12.2009	31.12.2010	Assets	31.12.2009	31.12.2010
	Rs.	Rs.		Rs.	Rs.
Share capital	3,00,000	4,00,000	Plant and Machinery	50,000	60,000
Creditors	1,00,000	70,000	Furniture and Fixtures	10,000	15,000
P&L A/C	15,000	30,000	Stock	85,000	1,05,000
			Debtors	1,60,000	1,50,000
			Cash	1,10,000	1,70,000
	<u>4,15,000</u>	<u>5,00,000</u>		<u>4,15,000</u>	<u>5,00,000</u>

19. You are given the following data for the year 2010 of the company

	Rs.
Variable cost	6,00,000
Fixed cost	3,00,000
Net profit	1,00,000
Sales	10,00,000

Find

- P/V Ratio
  - B.E.P.
  - Profit, when sales amounted to Rs.12,00,000
  - Sales required to earn a profit of Rs.2,00,000.
20. What are the Advantages and Disadvantages of standard costing?

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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**BUSINESS LAW**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term contract.
2. What do you mean by the term offer?
3. Distinguish between fraud and misrepresentation.
4. What is meant by coercion?
5. How is a contract of sale made?
6. Who is an unpaid seller?
7. How do you test an agency?
8. What do you mean by the doctrine of 'holding out'?
9. How do you define a company?
10. What is memorandum of association?

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Briefly explain about the executor and the executed contract.

Or

- (b) Discuss the rules relating to the acceptance of an offer.

12. (a) What is the effect of misrepresentation on a contract? Explain

Or

- (b) Explain the various elements of fraud.

13. (a) What are the rules in case the goods perish before and after making contract of sale of goods?

Or

- (b) What are the circumstances when a condition can be treated as warranty?

14. (a) Explain the essentials for a valid agency.

Or

- (b) How does an agent differ from a servant? Explain

15. (a) What are the steps to be followed while forming a company?

Or

- (b) What is the procedure to alter the object clause of the memorandum of association?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the essential elements of a valid consideration.
  17. “A continuing guarantee can never be revoked”. Discuss.
  18. What type of remedies is available to the buyer against the seller?
  19. What are the duties of an agent? Explain.
  20. Discuss the characteristics of a company.
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**B.B.A DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**Elective — TOURISM MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term tourism.
2. Mention the different modes of ancient travel.
3. What do you mean by domestic tourism?
4. Name any four tourist attractions in India.
5. What is the role of ITDC?
6. What do you mean by tourism planning?
7. Distinguish between surface and air transport.
8. What are the essential qualities of a travel agent?
9. State the difference between concession and incentive.
10. Define the term advertising.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) What are the barriers to travel?

Or

(b) Explain the different forms of tourism

12. (a) Does tourism help in foreign exchange earnings of a country? Explain.

Or

(b) Explain the social impact of tourism.

13. (a) What are the various activities done by the department of tourism?

Or

(b) Briefly explain the functions of STDC.

14. (a) How does automation help travel industry?

Or

(b) Write a note on World Tourism Organization.

15. (a) What are the different types of tourist accommodation available in hotel industry.

Or

(b) Explain the role of hotel industry in tourism promotion in India.

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

16. Describe about the network on which the travel industry operates.
  17. Discuss the advantages and disadvantages international tourism.
  18. Explain the process of tourism planning.
  19. Describe the functions of Travel Agents.
  20. Who are the major hotel chains of India? Explain their role in tourism promotion.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**Elective – RURAL MARKETING**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term rural marketing.
2. How do you classify rural markets?
3. What do you mean by the term attitude?
4. Distinguish between rural and urban consumer.
5. What is meant by Physical Distribution?
6. Define Terminal Market.
7. Mention few Agricultural products.
8. What do you mean by Agricultural price commission?
9. Name some Co-operative agencies helping rural marketing.
10. Define supply chain management.



**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Briefly explain the market segmentation in rural markets.

Or

- (b) Write a note on the scope of rural marketing.

12. (a) Explain various methods of motivating rural consumer.

Or

- (b) Discuss the role of mass communication in rural media.

13. (a) Briefly explain the role of State Trading in rural markets.

Or

- (b) How to produce goods for rural markets?

14. (a) Describe the classification of Agricultural products.

Or

- (b) How to determine marketing margin for Agricultural products?

15. (a) What are the major problems faced in rural marketing?

Or

- (b) Write a note on Marketing finance.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the factors that contribute to the growth of rural markets.
  17. What are the features of rural consumers? Explain.
  18. Explain different methods of sales adopted in rural markets.
  19. Discuss the functions of Agricultural marketing.
  20. Describe the evolution and development of co-operative marketing in India.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**Elective – SERVICE MARKETING**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define services marketing.
2. Name any two consumer services.
3. What do you mean by service operations process design?
4. What is known as service blueprint?
5. List out the components of Marketing mix.
6. State the significance of Pricing in Services.
7. What is Location of service?
8. Mention the role of agents in service.
9. Give the main objective of Insurance marketing.
10. Who are the users of tourism services?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of services marketing.

Or

- (b) Bring about the impact of social environment on the growth of services marketing in India.

12. (a) Illustrate service process chart symbols with description.

Or

- (b) Outline the service layout for a Beauty Salon.

13. (a) List down the levels of product in service sector.

Or

- (b) “Pricing strategy should gain competitive advantage for the firm” Comment.

14. (a) Describe the factors governing the choice of direct sale in service distribution.

Or

- (b) Discuss the stages involved in determining the number of Franchises.

15. (a) Explain the characteristics of financial services.

Or

- (b) Draw the product portfolio chart for a Multi – Speciality Hospital.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Distinguish between goods and services.
  17. Explain the factors to be considered in designing service process.
  18. State the relevance of promotion mix in service marketing.
  19. Describe the factors that influence the choice of location of service site.
  20. Discuss the role of Government in promotion of tourism industry in India.
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**B.B.A. DEGREE EXAMINATION, NOVEMBER 2019**

**Fifth Semester**

**Business Administration**

**Elective-INSURANCE MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define “Insured”.
2. Define “Nomination”.
3. What is “Life Insurance”?
4. Define “Agreement”.
5. Define “Marine Insurance”.
6. What is Premium?
7. What is Fire Insurance?
8. What is General Insurance?
9. Define “Motor Insurance”.
10. Define “Accident Insurance”.

**Part B**

(5 × 5 = 25)

Answer **ALL** questions.

11. (a) Explain the types of Insurance contract.  
Or  
(b) Write a short note on “Indemnity”.
12. (a) What are the functions of a branch manager of LIC?  
Or  
(b) How would you classify the policies according to duration?
13. (a) Write the scope of Marine Insurance  
Or  
(b) How would you classify the Marine Insurance?
14. (a) List out the practical problems on fire insurance claims.  
Or  
(b) Explain the essentials, merits and demerits of an accident insurance.
15. (a) How the vehicles are classified under Motor Insurance policy?  
Or  
(b) What are the objectives of Insurance Survey?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of Insurance Corporations in India’s economic development.
17. “Life Insurance is meaningful instrument as well as security to the human lives”. Discuss.
18. Discuss the different types of General Insurance policies.

19. Explain the duties and responsibilities of a surveyor in General Insurance.
  20. Discuss the limitations of motor vehicle insurance.
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**B.B.A DEGREE EXAMINATION, NOVEMBER 2019**

**Sixth Semester**

**Business Administration**

**Elective — RETAIL MANAGEMENT**

**(CBCS – 2014 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is retailing?
2. State the reasons for the growth of retailing as a career.
3. What do you mean by strategy?
4. What is meant by warehouse clubs?
5. Give the different types of retail layout.
6. What do you mean by store design?
7. Define Foreign Direct Investment.
8. What is database management?
9. What do you mean by global retailing?
10. Name few U.S retailers captured foreign markets.

**Part B****(5 × 5 = 25)**Answer **all** questions.

11. (a) Enumerate the classification of retail units.

Or

- (b) Briefly explain the functions of retailing.

12. (a) Describe the structure of a retail organisation.

Or

- (b) Write a note on Corporate chains.

13. (a) How to allocate space in a retail organisation?

Or

- (b) Discuss the importance of exteriors and interiors in a retail organisation.

14. (a) Describe the evolution of retail in India.

Or

- (b) Write a note on Electronic Data Interchange.

15. (a) What are the challenges faced by global retailers?

Or

- (b) Explain the opportunities in global retail market.

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

16. Explain the factors influencing retailing business.
17. Describe the strategic retail planning process.
18. Explain the visual merchandising techniques.

19. Briefly explain the challenges to retail developments in India.
20. Discuss the factors affecting the success of a global retailing strategy.  
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