

F-4536

Sub. Code

7BBA6C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Sixth Semester

Business Administration

INVESTMENT MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by speculation?
2. What is a right share?
3. Define the new Issue market.
4. What do you mean by listing of securities?
5. What are the components of unsystematic risk?
6. What is a point and figure chart?
7. What is beta? Is it a better measure of risk than the standard deviation.
8. What is arbitrage?
9. What is meant by portfolio evaluation?
10. What is the formula for calculating sharpe's measure?

Part B

(5 × 5 = 25)

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

11. (a) Is investment different from speculation? Explain.

Or

- (b) Why are warrants issued? what are the advantages of warrants?

12. (a) Give an account of the agencies that help in the public issue of a company.

Or

- (b) How are trades settled in the stock markets.

13. (a) Distinguish between systematic and unsystematic risk.

Or

- (b) How does fundamental analysis differ from technical analysis.

14. (a) Distinguish between efficient portfolio and feasible portfolio.

Or

- (b) What are the advantages of adopting CAPM model in the portfolio management?

15. (a) Explain the Jensen Index of portfolio performance.

Or

- (b) Why should the investor adopt the formula plans.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define securities. Give a brief account of different types of securities.
 17. How do stock exchanges function? Discuss the recent changes that have taken place in the trading.
 18. What are the methods adopted the financial statements of a company?
 19. Explain the Sharpe Index model. How does it differ from Marlowitz model?
 20. How does constant rupee plan differ from constant ratio plan.
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7BBA6C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement/ Arrear Examinations**

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. What do you mean by optimal capital structure?
3. What are the various sources of short term finance?
4. What is meant by gross working capital and net working capital?
5. Define cost of Capital.
6. The marketing price of an equity share is Rs. 30. The next expected dividend is Rs. 3 per share and the dividend per share is expected to grow at 10%. Find the cost of equity.
7. Define budgetary control.
8. What is Master Budget?
9. State the meaning of NPV.
10. List out the various methods of capital budgeting.

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of financial management.
Or
(b) What are the principles of capital structure?
12. (a) Explain the factors which influence the working capital needs of a company.
Or
(b) What are the merits and demerits of debt financing?
13. (a) Discuss the steps involved in calculating overall cost of capital.
Or
(b) What are the factors affecting the weighted average cost of capital?
14. (a) Explain the difference between a forecast and a budget.

Or

- (b) From the following particulars, prepare an estimate of sales of Bright limited for the year ended 30th June 2014.

Product	Production	Estimated	Stock (units)
	(in units)	1 st July	30 th July
A	1,50,000	14,000	15,000
B	1,00,000	5,000	4,500
C	70,000	8,000	8,000

15. (a) Why is capital budgeting so important to management?

Or

- (b) Explain the various factors influencing capital expenditure decisions.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors determining the capital structure.
17. From the following information, you are required to estimate the net working capital.

	Cost p.u
	Rs.
Raw material	400
Direct labour	150
Overheads	300
Total cost	<u>850</u>
Profit	<u>150</u>
Selling price	<u>1,000</u>

Additional information:

- (a) Output 52,000 units p.a.
- (b) Raw materials are in stock on an average for 4 weeks.
- (c) Finished goods are in stock for an average of 4 weeks
- (d) Credit allowed by suppliers 4 weeks.
- (e) Credit allowed to debtors 8 weeks.
- (f) Cash at bank is expected to be Rs. 50,000

Assume that production is sustained at an even pace during the 52 weeks of the year. All sales are on credit basis.

18. How the cost of equity and debt computed? Illustrate.
19. A company is expected to have Rs. 25,000 cash in hand on 1st April 2015 and it request you to prepare an estimate of cash position during the three months, April to June 2015. The following information is supplied to you.

	Sales Rs.	Purchases Rs.	Wages Rs.	Expenses Rs.
February	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	92,000	52,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Other information:

- Period of credit allowed by suppliers two months.
 - 25% of sales is for cash and period of credit allowed to customers for credit sales one month.
 - Delay in payment of wages and expenses. One month.
 - Income tax of Rs. 25,000 is to be paid in June 2015.
20. A company has purchased patent rights to a new milling process for Rs. 60,000. The patents are to run for a period of 3 years, after which they are to be renewed. The future Earnings After Taxes (EAT) are given below:

Taxes (EAT)	1	2	3
EAT (Rs.)	10,000	10,000	10,000

Compute the following:

- Pay back period.
 - Net present value at 15% rate of discount
 - Average rate of return.
- (PV of annuity of Re.1 for 3 years at 15% rate discount is 2.283)

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7BBA6C3

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Sixth Semester

Business Administration

BUSINESS LAW

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is an agreement?
2. What is consideration?
3. What do you mean by undue influence?
4. What is meant by guarantee?
5. What is warranty?
6. Who is an unpaid seller?
7. Who may be an agent?
8. What do you mean by termination of agency?
9. What is meant by private company?
10. What do you mean by share?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on Quasi Contract.

Or

- (b) Distinguish between void and voidable contracts.

12. (a) Write short notes on Discharge of Contract?

Or

- (b) Distinguish between misrepresentation and fraud.

13. (a) State the rules regarding sale by auction.

Or

- (b) State the rules in regard to transfer of property from a seller to a buyer.

14. (a) What are the duties of an agent towards his principal?

Or

- (b) What are the kinds of agents?

15. (a) Write short notes on articles of association.

Or

- (b) What are the documents needed for starting a Company?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. "All contracts are agreements, but all agreements are not contracts". Discuss.
 17. Discuss the remedies available for coercion and fraud.
 18. Define unpaid seller. What are his rights under the Sale of Goods Act?
 19. Describe briefly the various modes by which an agency may be terminated.
 20. Explain in detail about the Company Management.
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7BBAE3A

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Sixth Semester

Business Administration

Elective – RETAIL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is retailing?
2. List the advantages of modern retailing over traditional retailing.
3. What is retail strategy?
4. What is meant by retail planning?
5. What is location strategy?
6. What is meant by store interior design?
7. What are the types of environment in retailing?
8. Give two technology names for improving retail business
9. Define Global Retailing.
10. Distinguish between local market and global market.

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature of retailing.

Or

- (b) What are the importances of retailing?

12. (a) Explain the characteristics of retail strategy.

Or

- (b) Explain the importance of Retail Organization

13. (a) Write the objectives of good store design

Or

- (b) What are the types of layouts?

14. (a) Write the concept of foreign direct investment in retail.

Or

- (b) What are the purposes for electronic data interchange?

15. (a) Explain the challenges faced by global retailers.

Or

- (b) What are the characteristics of foreign retailers and U.S. markets?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors influencing retailing.
 17. Explain the process of strategic retail planning in detail.
 18. Explain the techniques in visual merchandising.
 19. Explain in detail about evolution and size of retail in India.
 20. What are the factors affecting the success of a global retailing strategy?
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Sub. Code

7BBAE3B

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
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Sixth Semester

Business Administration

Elective: INTERNATIONAL MARKETING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define international marketing.
2. Write about the scope of international marketing.
3. List out any four auxiliary export documents.
4. What is a mate's receipt?
5. What is an omnibus letter of credit?
6. Write about confirmed and unconfirmed letter of credit.
7. Write a note on product standardization.
8. What is the need for international market research?
9. Write about FOB pricing.
10. Write a note on globalization.

Part B

(5 × 5 = 25)

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

11. (a) Bring out the present trend in India's foreign trade.

Or

- (b) What are the benefits of international marketing?

12. (a) Write a note on India's EXIM policy.

Or

- (b) Explain the various certificates related to shipment.

13. (a) Define letter of credit and give its importance.

Or

- (b) What is a bill of exchange? What are the various types of bill of exchange?

14. (a) Discuss the pros and cons of standardization in product planning for exports.

Or

- (b) What are the problems faced by Indian manufacturers in connection with packaging and presentation of products for export markets?

15. (a) Would you advocate the use of marginal costing for the purpose of determining the export price?

Or

- (b) Bring out the advantages of MNCs from the point of view of host developing countries.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different modes of international marketing.
17. What are the statutory and operational documents related to exports?
18. Discuss in detail the various incentives available for exporters.
19. How would you determine the suitability of a particular product for a particular market?
20. Differentiation in pricing for exports and for domestic markets is unavoidable" -Comment.

F-4699

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7BBA211

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Second Semester

Business Administration

Part – I : அலுவலக மேலாண்மை

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் ஓரிரு வரிகளில் விடையளிக்க.

1. அலுவலக மேலாண்மையின் கூறுகள் யாவை?
2. அமைப்பு விளக்கப்படத்தின் வகைகளை குறிப்பிடுக.
3. அலுவலகத்தில் காணப்படும் துறைகளை எடுத்துரைக்க.
4. அலுவலக அமைப்பு திட்டத்தின் நோக்கங்கள் யாவை?
5. “சமிக்கைகள்” என்றால் என்ன?
6. “பணி மேம்பாடு” என்ற பதத்திற்குரிய விளக்கம் தருக.
7. பதிவேடுகள் பராமரிப்பு என்றால் என்ன?
8. துறைசார்ந்த சுருக்கெழுத்துப் பணி என்றால் என்ன?
9. பெட்டிக் கோப்பு என்றால் என்ன?
10. கீற்று சுட்டகராதி என்றால் என்ன?

அனைத்து வினாக்களுக்கும் ஒரு பக்க அளவில் விடையளிக்க.

11. (அ) திறமையற்ற அலுவலக நிர்வாக அமைப்பின் விளைவுகள் யாவை?

(அல்லது)

(ஆ) அலுவலகத்தின் முக்கியத்துவம் யாது?

12. (அ) அதிகாரப் பரவலாக்குதல் பற்றி நீவிர் அறிவது யாது?

(அல்லது)

(ஆ) நகர்புறப் பகுதிகளில் அலுவலகத்தை அமைப்பதால் ஏற்படும் தீமைகள் யாவை?

13. (அ) சிறந்த பணிச்சூழலை நிர்வாகிக்க வேண்டியதன் அவசியம் யாது?

(அல்லது)

(ஆ) அகத் தகவல் தொடர்பின் வகைகள் யாவை?

14. (அ) அலுவலகப் படிவங்கள் கட்டுபாட்டில் காணப்படும் படிநிலைகளை தருக.

(அல்லது)

(ஆ) சிறு குறிப்பு தருக :

(i) அஞ்சல் பெட்டிகள்

(ii) அஞ்சல் பைகள்

15. (அ) ஒரு நல்ல சுட்டகராதி முறையின் நன்மைகள் யாவை?

(அல்லது)

(ஆ) கிடைநிலைக் கோப்பு பற்றி நீவிர் அறிவது யாது?

ஏதேனும் மூன்று வினாக்களுக்குக் கட்டுரை வடிவில் விடையளிக்க.

16. அலுவலக மேலாளரின் மேலாண்மைப் பணியினையும், கடைமையையும் விவரி.
17. அலுவலகத்திற்கு புதிய மனைத்துணைப் பொருட்கள் வாங்கும் பொழுது கவனத்தில் கொள்ள வேண்டிய காரணிகள் யாவை?
18. அகத் தகவல் தொடர்பில் பயன்படுத்தப்படும் பல்வேறு எந்திரக் கருவிகளை விவரி.
19. மையப் கடிதப் போக்குவரத்து பற்றியும் மற்றும் அதன் நன்மை தீமைகளைப் பற்றி விவிவாக எடுத்துரைக்க.
20. அலுவலக இயந்திர சாதனங்களை தேர்ந்தெடுப்பதற்கான அலகுகள் யாவை?

F-4704

Sub. Code

7BBA221

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Second Semester

Business Administration

Part II - BUSINESS REPORT WRITING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. How do you define a report?
2. To whom should a memo report never be sent? Why not?
3. Write a note on analytical reports.
4. What are investigative reports?
5. Write about committee reports.
6. Write a note on agenda.
7. What are public relations letters?
8. Mention the hints for achieving brevity.
9. How is a press release different from a press report?
10. Why is it important for a press release to be brief and precise?

Part B

(5 × 5 = 25)

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

11. (a) Distinguish an informative report from an analytical report.

Or

- (b) Why is a written report preferred to an oral report?

12. (a) Draft a report as secretary to the board of directors about the need for an immediate advertising campaign.

Or

- (b) Prepare a report for submission to the board of directors regarding the market potential of electronic equipment.

13. (a) Draft an agenda for the statutory meeting.

Or

- (b) What are the transactions normally discussed at the annual general meeting?

14. (a) Explain the rules for writing a good précis.

Or

- (b) Draft a condolence message on the sudden death of an officer of your company.

15. (a) Prepare a press release to announce the decision of your company to change its name and commence a new business.

Or

- (b) The Chief Minister of your State recently visited your factory to inaugurate a specially commissioned plant to manufacture instantly dissoluble milk powder. Prepare a suitable hand-out for the press.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Outline the steps to be taken while preparing a report.
17. Write a brief report to be submitted to the Board of Directors of your company for the proposal for the mechanization of the branch referring to the advantages thereof from the point of view of the company, its employees and the customers.
18. Draft the minutes of the annual general meeting of shareholders of Progressive Publications Ltd., Chennai.
19. Discuss the important characteristics of a public relation letter.
20. Prepare a press release to announce the diversification programme of your company.

F-4782

Sub. Code

7BBA1C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement / Arrear Examinations**

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 demand.
2. What is meant by consumer surplus?
3. What is 'constant returns to scale'?
4. Define Economics.
5. What is variable cost?
6. What is GNP?
7. Define Oligopoly.
8. What are the features of perfect competition?
9. What is meant by monetary policy?
10. What are the methods of credit control?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature of Managerial Economics.

Or

- (b) Narrate the types of Demand.

12. (a) Explain the concept of 'Indifference Curve Analysis'.

Or

- (b) Describe constant returns to scale.

13. (a) Explain the following

- (i) Direct cost.
- (ii) Indirect cost.

Or

- (b) Explain the concept of Break-Even Point.

14. (a) State the difference between perfect competition and Monopolistic Competition.

Or

- (b) Explain how price and output decisions are taken under conditions of oligopoly.

15. (a) Discuss the various measures of money supply adopted by RBI.

Or

- (b) Explain the objectives of monetary policy.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. “Management Economics is economics applied in decision-making” – Explain.
 17. Define and explain price elasticity of demand.
 18. Briefly explain the methods of measuring National Income.
 19. Discuss the nature and functions of profit.
 20. Explain the role of fiscal policy in achieving economic stability.
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F-4783

Sub. Code

7BBA1C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the two systems of Book keeping?
2. Why we should maintain a Cash book?
3. What is Accrued income?
4. Explain the term "Base date".
5. What is Statement of affairs?
6. What is the meaning of incomplete records?
7. What is revenue loss?
8. What are the accounts that are prepared by non trading concerns?
9. What is obsolescence?
10. Explain the term Amortization.

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between Trade discount and Cash discount.

Or

- (b) Enter the following transactions, in the purchase book 2017

May-1 Purchased from Raman .Shoe Mart,
Chennai 100 shoes @ Rs. 300 each
50 Belts @ Rs. 75 each
Packing and delivery charges Rs. 200
Trade discount 10%

May-10 Purchased from S.K. Shoe Mart, Mumbai.
50 Cut Shoe @ Rs. 100 each
25 Leather Shoe @ Rs. 500 each
Delivery and cartage Rs. 150

12. (a) What are the types of problems related with average due date?

Or

- (b)

On 1st January 2016, A owes B	Rs. 2,000
On 1st March 2016, A remits cash	Rs. 600
On 1st April 2016, A buys goods from B	Rs.1, 200
On 1st May 2016, A remits cash B	Rs. 1,800

Show account current rendered by B to A for the half year ending 30th June 2016, Calculate interest @ 10% p.a.

13. (a) State the characteristics of single entry system.

Or

(b)

Particulars	Rs
Creditors on 1.1.2017	50,000
Cash paid to Creditors	40,000
Bills payable accepted	10,000
Discount received	1,000
Purchase returns	4,000
Creditors on 31.12.2017	25,000

Find out the credit purchase.

14. (a) Point out whether the following are capital or Revenue expenditure:

- (i) A building was purchased for Rs. 20,000
- (ii) A second hand machine was purchased for Rs. 35,000 and Rs 5,000 spent on repairing it.
- (iii) Paid fire insurance premium Rs. 500.
- (iv) Rs. 200 paid in connection with carriage on goods purchased.
- (v) Municipal taxes paid Rs. 200.
- (vi) Cost of conveyance in connection with a newly acquired furniture Rs.100
- (vii) Carriage paid on goods purchased Rs. 150.

Or

- (b) Explain the meaning of
- (i) legacy
 - (ii) Entrance fee and show how will you deal with them while preparing final accounts of a club?
15. (a) What are the reasons for providing depreciation?

Or

- (b) On 1st January 2010, Anand Ltd., purchased a machine costing Rs. 6,000. It is estimated that its working life is four years and it will fetch no scrap value. The company decided to write off depreciation according to the fixed installment method. Prepare the machinery account.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. On 31.12.1999, the cash book of a company showed a bank balance of Rs 3000 from the following information prepare bank reconciliation statement, showing the balance as per pass book.
- (a) Cheques have been issued for Rs 2500 of which cheques worth Rs 2000 only were entered for payment.
 - (b) Cheques worth Rs 700 were deposited on 28.12.1999 but had not been credited by the bank. One cheque for Rs 250 was entered in the cash book on 30.12.1999 but was banked on 3.1.2000
 - (c) A cheque from Mohan Rs.200 was paid on 26.12.1999 but was dishonoured and the advice was on 2.1.1000

- (d) Pass book showed bank charges Rs 10 debited by the bank. It also showed Rs.400 collected by the bank as interest
- (e) One of the debtors deposited Rs 250 in the account of the company on 20.12.1999. Intimation in this respect was received from the bank on 2.1.2000.

17. From the following balance as at 31st Dec2015 of a trader, prepare trading, profit and loss account and a balance sheet.

Debit	Rs	Credit	Rs
Salaries	11,000	Sundry creditors	19,000
Rent	2,600	Sales	64,000
Cash	2,000	Capital	60,000
Debtors	80,000	Loans	20,000
Trade expenses	1,200		
Purchase	50,000		
Advance	5,000		
Bank balance	11,200		
TOTAL	1,63,000		1,63,000

Adjustments:

- (a) The closing stock is Rs 18,000
- (b) One month's salary is in arrear
- (c) One month's rent has been paid in advance
- (d) Provide 10% for doubtful debts
18. How do you ascertain the profit under single entry system?

19. From the following prepare the income and expenditure a/c for the year ended 31st March 2006 and the balance sheet as on that date.

Receipts	Rs	Payments	Rs
2005 April -1		2006 March 31	
To Balance-cash at bank	455	By Salaries	3,600
To cash in hand	55	By Rent	600
		By Printing and stationery	145
		By postage	25
		By Bi-cycle purchased	95
		By Plan bonds	680
		By Balance: Cash in hand	12
		Cash at bank	113
2006 March 31			
To Subs.cription (including			
Rs. 200 for -2006-07)	3,000		
To Interest on investment			
(cost of investment Rs.30000)	1,500		
To Bank Interest	10		
To Sale of scooter	250		
	5270		5270

Subscription includes Rs. 120 for 2004-05, also rent includes Rs. 50 paid for March 2005. Subscription amounting to Rs. 150 still to be collected for the year 2005-2006. Rent for March 2006 is still to be paid, Rs. 25 is outstanding against a stationery bills. The book value of the scooter was Rs.320.

20. Distinguish between Annuity Method and Sinking Fund Method.

F-4784

Sub. Code

7BBA2C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations
Second Semester**

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all the** questions.

1. Define Management.
2. What is scalar chain?
3. Define Planning.
4. Define MBO.
5. What are the principles of organizing?
6. What is meant by organization?
7. Define Directing.
8. What do you mean by authority?
9. Define Controlling.
10. Define Co-ordination.

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the characteristics of Management?

12. (a) Explain the process of Planning.

Or

- (b) Explain the decision making process in detail.

13. (a) What are the characteristics of formal organization?

Or

- (b) Explain in detail about staff organization.

14. (a) Write the characteristics of decentralization.

Or

- (b) What are the importances of staffing?

15. (a) Explain the principles of controlling.

Or

- (b) What are the characteristics of 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 methods of forecasting.

18. Explain the different types of organizational structure in detail.
 19. Explain in detail about the training methods.
 20. Write in detail about the budgetary control techniques.
-

F-4785

Sub. Code

7BBA3C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Third Semester

Business Administration

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Organization
2. What is the need for studying organizational Behaviour?
3. Define personality.
4. What is meant by Group Decision Making?
5. What is formal communication?
6. State the difference between "leadership" and Management.
7. Define conflict.
8. What is stress?
9. What is proactive change?
10. What is meant by organisational Development?

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the scope of organisational behaviour.

Or

- (b) Discuss about Individual behaviour

12. (a) What are the external factors influencing perception?

Or

- (b) Explain any two Group Decision making techniques.

13. (a) Explain the qualities of a successful leader.

Or

- (b) What are the functions of communication?

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

Or

- (b) What are the effects of job stress?

15. (a) Describe the external forces causing organisational change.

Or

- (b) What are the Basic OD assumptions?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors influencing individual behaviour.
 17. Explain about perception in individual decision making.
 18. Briefly explain behavioural theories of Leadership.
 19. Explain the strategies for managing stress effectively.
 20. What is resistance to change? why do people resist change? Explain.
-

F-4786

Sub. Code

7BBA3C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement / Arrear Examinations**

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 Pictogram?
2. What is an Ogive?
3. Mention any two merits of geometric mean.
4. Give two properties of mean.
5. State the different methods of measuring – dispersion.
6. Define co-efficient of variation.
7. What is regression line?
8. What is a linear correlation?
9. What is an ideal index number?
10. What is trend?

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the limitations of statistics?

12. (a) What are the uses of average in business?

Or

- (b) Calculate the harmonic mean from the following data.

x: 0 12 14 16 18 20

f: 5 18 20 10 6 1

13. (a) Calculate (i) range (ii) coefficient of range (iii) quartile deviation (iv) coefficient of quartile deviation

Temperature (°C.) 30 31 35 36 38 35 37 36

Or

- (b) The body weights (in Kg.) collected from five persons are given below:

66.1 77.1 74.6 61.8 71.5

Compute standard deviation.

14. (a) When $\bar{X} = 40$, $\bar{Y} = 60$, $\sigma_x = 10$, $\sigma_y = 15$, and $r = 0.7$ give the regression equation of Y on X .

Or

- (b) Explain the step of rank correlation coefficient.

15. (a) Give additive and multiplicative model of time series.

Or

- (b) Explain how to construct cost of living index number.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Distinguish between diagrams and graphs.

17. Calculate Mean, Median and Mode.

Mark:	50-53	53-56	56-59	59-62	62-65	65-68	68-71
No. of students:	3	8	14	30	36	28	16

18. From the data given below, state which series is more consistent.

Variable:	10-20	20-30	30-40	40-50	50-60	60-70
Series A:	10	18	32	40	22	18
Series B:	18	22	40	32	18	10

19. Find the two regression lines from the given data:-

X:	40	70	50	60	80	50	90	40	60	60
Y:	2.5	6	4.5	5	4.5	2	5.5	3	4.5	3

20. Fit a straight line trend equation to the following data by the method of least squares and estimate the value of exports for the year 2010.

Year:	2001	2002	2003	2004	2005	2006	2007	2008
Sales:	121	134	151	127	172	167	191	212

F-4787

Sub. Code

7BBA4C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement/ Arrear Examinations**

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. List the objectives of Operations Management.
2. Differentiate Production Management and Operations Management.
3. What is work study?
4. Define Time Study.
5. List any four material handling equipments.
6. What is production planning?
7. Define 'Quality'.
8. What is inspection?
9. Define 'Inventory'.
10. What is EOQ?

Part B

(5 × 5 = 25)

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

11. (a) Describe the nature and importance of OM.

Or

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

12. (a) What are the objectives of method study?

Or

- (b) Explain the role of Time study in increasing the productivity.

13. (a) What are the functions of production planning and control?

Or

- (b) What are the objectives of scheduling?

14. (a) What are the benefits of quality control?

Or

- (b) What are the methods of inspection?

15. (a) Briefly explain about material issue procedure.

Or

- (b) Describe about ABC analysis.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors affecting layout.
17. What are the methods to improve productivity?

18. Discuss the different approaches to scheduling.
 19. Explain the various sampling techniques.
 20. Describe the role and importance of material management.
-

F-4788

Sub. Code

7BBA4C4

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement / Arrear Examinations**

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 a linear cost function?
2. What is market equilibrium?
3. In a class of 60 boys, there are 45 boys who play cards and 30 boys play carom. How many play cards only and how many carom only?
4. Define Venn diagram.
5. Differentiate the following function w.r.t. $x : (x^2 - 4x + 5)(x^2 - 2)$.
6. What do you mean by differentiation from first principle?
7. Find $\int 2x dx$.

8. What is the value of the definite integral $\int_1^3 2x \, dx$?
9. What do you mean by inverse of matrices?
10. Find the determinant of the matrix $A^2 - 2A$ if $A = \begin{bmatrix} 1 & 3 \\ 2 & 1 \end{bmatrix}$.

Part B (5 × 5 = 25)

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

11. (a) Prove that the points : $A(1,7)$, $B(4,6)$ and $C(1,-3)$ belong to a circumference of a circle of centre $(1,2)$.

Or

- (b) A straight line is parallel to the planes $x + y = 0$ and $x + z = 0$. If it passes through the point $(2,0,0)$, find its equation. The direction vector of the line is perpendicular to the normal vectors of each plane.

12. (a) Let A, B, C be three sets and prove $A \times (B - C) = (A \times B) - (A \times C)$.

Or

- (b) Draw Venn diagram cfor the set $A' \cap (B \cup C)$.

13. (a) Differentiate $\frac{2x + 3}{x^2 - 5}$ w.r.t. x .

Or

- (b) Find the derivative of $y = \sqrt{x} + 8\sqrt[3]{x} - 2\sqrt[4]{x}$.

14. (a) A production facility is capable of producing 60,000 widgets in a day and the total daily cost of producing x widgets in a day is given by $e(x) = 2,50,000 + 0.08x + \frac{200,000,000}{x}$. How many widgets per day should they produce in order to minimize production cost?

Or

- (b) The demand curve is $p = (D_q) = \frac{20}{q+1}$ and the supply curve is $p = (S_q) = q + 2$. Compute the consumer surplus.

15. (a) If $A = \begin{bmatrix} -3 & 0 & 4 \\ 1 & 2 & 3 \\ 4 & 5 & 6 \end{bmatrix}$ and $B = \begin{bmatrix} 4 & 8 & 2 \\ 5 & 7 & 1 \\ 5 & 3 & 9 \end{bmatrix}$, find $|AB|$.

Or

- (b) Explain matrix inversion method to solve a system of linear equation.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Suppose the demand for new automobiles is described by the equation $Q^d = 5.3 - 0.1p$, where Q^d is the number of automobiles demanded (in thousands) per year when p is the average price of an automobile.
- (a) What is the quantity of automobile demanded per year, when the average price of an automobile is Rs. 1,50,000? When it is Rs. 2,50,000 and when it is Rs. 3,50,000?
- (b) Sketch the demand curve for automobiles.

17. In a town of 10,000 families, it was found that 40% families buy newspaper A, 20% families buy newspaper B and 0% newspaper C, 5% buy A and B, 3% buy B and C and 4% buy A and C. If 2% families buy all the three newspaper, find the number of families which buy (a) A only (b) B only (c) C only and (d) none of A, B and C.
18. If $y = x^5 + 3x^3 - 2x + 7$, then what are the higher derivatives?
19. The daily profit, P of an oil refinery is given by $P = 8x - 0.02x^2$, where x is the number of barrels of oil refined. How many barrels will give maximum profit and what is the maximum profit?
20. Find the inverse of matrix $A = \begin{bmatrix} 1 & 3 & -7 \\ 5 & 0 & 6 \\ 9 & -2 & 7 \end{bmatrix}$.

F-4789

Sub. Code

7BBA5C1

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Business Research.
2. What is descriptive research?
3. What is problem identification?
4. What is meant by hypothesis?
5. What is meant by sampling?
6. What do you mean by data?
7. What is Likert scale?
8. What is meant by editing'?
9. Define Interpretations.
10. What do you mean by research report?

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of research.

Or

- (b) What are the qualities of good researcher?

12. (a) What are the features of a good design?

Or

- (b) Explain the significance of hypothesis.

13. (a) Write the types of data.

Or

- (b) What are the procedures of sampling?

14. (a) Explain the concept of processing and analysis of data.

Or

- (b) Explain the tabulation of data in detail.

15. (a) What are the components of research report?

Or

- (b) What are the guidelines for writing research reports?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the research process in detail.
17. Explain the various methods of research design.
18. Explain the methods of sampling.
19. Explain the scaling techniques.
20. Explain the format of research report.

F-4790

Sub. Code

7BBA5C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

Fifth Semester

Business Administration

MANAGEMENT ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write any four advantages of management accounting.
2. Write a note on trend analysis.
3. Give any four examples of profitability ratios.
4. Briefly explain the modes of expression of ratios.
5. What do you mean by fund from operations?
6. What is a cash flow statement?
7. Give the definition of marginal costing.
8. What is meant by margin of safety?
9. Write about labour cost variance.
10. Write a note on favourable variance.

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

11. (a) Briefly explain the methods of financial statement analysis.

Or

- (b) Bring out the differences between management accounting and cost accounting.

12. (a) Write about DuPont control chart.

Or

- (b) Bring out the nature of ratio analysis.

13. (a) From the following balance sheet of X Ltd., you are required to prepare a schedule of changes in working capital and statement of flow of fund:

	31.12.2013 (₹)	31.12.2014 (₹)
Assets:		
Land and buildings	50,000	50,000
Plant	24,000	34,000
Stock	9,000	7,000
Debtors	16,500	19,500
Cash at bank	4,000	9,000
Total	<u>1,03,500</u>	<u>1,19,500</u>
Capital and liabilities:		
Capital	80,000	85,000
Profit and loss	14,500	24,500
Creditors	9,000	5,000
Mortgage	-	5,000
Total	<u>1,03,500</u>	<u>1,19,500</u>

Or

(b) Statement of financial position of Ram is given below:

Liabilities	1.2.2014	31.12.2014	Assets	1.2.2014	31.12.2014
	(₹)	(₹)		(₹)	(₹)
Accounts Payable	29,000	25,000	Cash	40,000	30,000
Capital	7,39,000	6,15,000	Debtors	20,000	17,000
			Stock	8,000	13,000
			Buildings	1,00,000	80,000
			Fixed assets	6,00,000	5,00,000
	<u>7,68,000</u>	<u>6,40,000</u>		<u>7,68,000</u>	<u>6,40,000</u>

Additional information:

- (i) There were no drawings
- (ii) There were no purchases or sale of either buildings or fixed assets

Prepare cash flow statement.

14. (a) What are the advantages of break-even analysis?

Or

- (b) The sales turnover and profits during two periods are as under:

Period I: Sales ₹20 lakhs; Profit ₹ 2 lakhs

Period II: Sales ₹30 lakhs; Profit ₹ 4 lakhs

Calculate p/v ratio.

15. (a) Calculate the materials mix variance from the following:

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

Or

- (b) From the following data, Calculate labour variances:

The labour budget of a company for a week is as follows:

20 skilled men @ 50 paise per hour for 40 hours is 400

40 unskilled men @ 30 paise per hour for 40 hours 480

The actual labour force was used as follows:

30 skilled men @ 50 paise per hour for 40 hours is 600

30 unskilled men @ 35 paise per hour for 40 hours is 420

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. From the following balance sheet, prepare a common size statement:

	2013 (₹)	2014 (₹)
Assets:		
Cash	27,000	31,500
Debtors	2,20,000	2,11,000
Stock	1,00,000	1,26,000
Prepaid expenses	11,000	21,000
Bills receivables	10,000	10,500
Fixed assets	6,35,000	6,50,000
	<u>10,03,000</u>	<u>10,50,000</u>
Liabilities and Capital:		
Share capital	6,58,000	7,00,000
Long term debt	2,25,000	2,00,000
Sundry creditors	42,000	50,000
Other liabilities	78,000	1,00,000
	<u>10,03,000</u>	<u>10,50,000</u>

17. The following figures are extracted from the balance sheet of X Ltd., as on 31st December.

	2015	2016
	(₹)	(₹)
Stock	25,000	40,000
Debtors	10,000	16,000
Cash at bank	5,000	4,000
Creditors	8,000	15,000
Bills payable	2,000	3,000
Provision for taxes	5,000	7,000
Bank overdraft	5,000	15,000

Calculate the current ratio and acid test ratio for the two years and comment on the liquidity position of the company.

18. From the following balance sheets of Exe Ltd., make out cash flow statement

Liabilities	2013	2014	Assets	2013	2014
	₹	₹		₹	₹
Equity share capital	3,00,000	4,00,000	Goodwill	1,15,000	90,000
8% redeemable preference share capital	1,50,000	1,00,000	Land and buildings	2,00,000	1,70,000
General reserve	4,00,000	70,000	Plant	80,000	2,00,000
Profit and loss	30,000	48,000	Debtors	1,60,000	2,00,000
Proposed dividend	42,000	50,000	Stock	77,000	1,09,000
Creditors	55,000	83,000	Bills receivable	20,000	30,000
Bills payable	20,000	16,000	Cash in hand	15,000	10,000
Provision for taxation	40,000	50,000	Cash at bank	10,000	8,000
	<u>6,77,000</u>	<u>8,17,000</u>		<u>6,77,000</u>	<u>8,17,000</u>

Additional information:

- Depreciation of ₹ 10,000 and ₹ 20,000 have been charged on plant and land and buildings in 2014
- An interim dividend of ₹ 20,000 has been paid in 2014
- ₹ 35,000 income tax was paid during 2014.

19. The following information is obtained from a company in January:

Sales ₹ 20,000; variable costs ₹ 10,000; fixed costs ₹6,000.

Find BEP and P/V Ratio when

- (a) 20% decrease in fixed costs
 - (b) 10% increase in fixed costs
 - (c) 10% decrease in variable costs
 - (d) 10% increase in selling price
 - (e) 10% increase in selling price together with an increase of fixed overheads by ₹1,200
 - (f) 10% decrease in sales price
 - (g) 10% decrease in sales price accompanied by 10% decrease in variable costs.
20. X Ltd. furnished the following particulars. Product X required 20 hours per unit; standard rate per hour is ₹ 2 Units produced 4,000; hours taken 76,000 (including 200 hours for power failure) at ₹ 2.10 per hour. Calculate direct labour cost variances; direct labour rate variances; direct labour efficiency variance and direct labour idle time variance.

F-4791

Sub. Code

7BBA5C3

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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. Define Personnel Management.
2. List out the various functions of HRM.
3. What is job analysis?
4. Define selection.
5. What is Training?
6. State the objectives of executive development.
7. What is demotion?
8. What is meant by 'wages'?
9. State the importance of IR.
10. What is collective bargaining?

Part B

(5 × 5 = 25)

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

11. (a) Explain about the objectives of HRM.

Or

- (b) What is meant by HRM and explain why it is important in an organisation?

12. (a) Briefly explain the recruitment process.

Or

- (b) What are the types of employment interview?

13. (a) Briefly explain about the process of training.

Or

- (b) List and discuss the on the job executive development methods.

14. (a) What are the methods of wage payment?

Or

- (b) Define transfer. What are the types of transfer in an organisation?

15. (a) What are the features of collective bargaining?

Or

- (b) What are the benefits of Industrial Relations in an organization.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of HRM.
 17. Explain the process of selection.
 18. Explain the various off-the-job training methods.
 19. Discuss about the traditional methods of performance appraisal.
 20. Describe about the collective bargaining process.
-

F-4792

Sub. Code

7BBAE1A

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement/ Arrear Examinations**

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. What is tourism?
2. What is geography?
3. Which are the top five best country for tourism?
4. What is domestic tourism?
5. What is NTA?
6. What is meant by tourism planning?
7. What is meant by surface transport?
8. Which is the official airline of India and how many airlines are in India?
9. What is meant by franchise?
10. What is meant by referral system?

Part B

(5 × 5 = 25)

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

11. (a) Explain the barriers to travel and tourism.

Or

- (b) What are all the tourism products?

12. (a) What are the advantages of International tourism?

Or

- (b) Which state has more tourist places in India?

13. (a) What is the role of department of Tourism?

Or

- (b) What are the objectives of India Tourism Development Corporation?

14. (a) What are the functions of travel agents?

Or

- (b) Explain the importance of CRS for travel agents.

15. (a) Explain the types of hotel industry.

Or

- (b) What are the steps taken by government to accelerate tourism growth in India?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the future opportunities and challenges facing the tourism industry?
 17. What are the benefits of tourism in India? Explain the social, economic and environmental impact of tourism in India.
 18. Explain the components of Tourism Development.
 19. What is computerized reservation system? Discuss the merits and drawbacks of automation in travel industry.
 20. Explain the role and importance of advertising in tourism promotion.
-

F-4793

Sub. Code

7BBAE1B

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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. What are the uses of Marketing research?
3. What are the steps involved in creating research design?
4. What is descriptive research?
5. What is 'Observation'?
6. What are secondary data?
7. What is meant by 'Sampling'?
8. What are the types of Scales?
9. What is Sales analysis?
10. What is Test marketing?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the Multi-disciplinary nature of marketing research.

Or

- (b) Discuss the applications of marketing research.

12. (a) What are the step involved in a marketing research project?

Or

- (b) What are the difficulties in applying scientific methods in research?

13. (a) Discuss about the merits and demerits of primary data collection method?

Or

- (b) What are the sources of secondary data?

14. (a) Explain the following sample designs.

- (i) Judgement sample
- (ii) Convenience Sample

Or

- (b) Briefly explain about tabulation of data.

15. (a) What are the guidelines in designing a good market test?

Or

- (b) Why is advertising research necessary?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly discuss about the position of marketing Research in India.
17. Explain the following
 - (a) Exploratory research
 - (b) Conclusive research
18. What factors would you take into consideration while designing a questionnaire?
19. Describe the steps involved in Report writing process.
20. Briefly explain about product research.

F-4794

Sub. Code

7BBAE2A

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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 do you mean by goods?
3. What is service layout?
4. Define blue print.
5. What is meant by direct marketing?
6. What do you mean by service offer?
7. What is pricing?
8. What is meant by publicity?
9. What is meant by services cape?
10. Give some examples for physical evidence.

Part B

(5 × 5 = 25)

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

11. (a) Explain the components of service.

Or

- (b) What are the challenges in services marketing?

12. (a) What are the factors to be considered in designing service process?

Or

- (b) Explain the components of blue printing.

13. (a) Write the core concept of service.

Or

- (b) What are the types of service delivery system?

14. (a) Explain the penetration and skimming pricing.

Or

- (b) What are the steps in advertising process?

15. (a) Explain the delivery of services through intermediaries.

Or

- (b) What are the characteristics of service personnel?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the unique characteristics of service.
17. Draw a blue print of educational institution.

18. Explain the concept of branding of services.
 19. Discuss the steps in advertising process.
 20. What are the methods of distributing services?
-

F-4795

Sub. Code

7BBAE2B

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement/ Arrear Examinations**

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. What is meant by premium?
3. What is insurable interest?
4. Who is an Actuary?
5. What do you mean by letter of subrogation?
6. What is Bill of Entry?
7. What is meant by fire insurance?
8. What is a valued policy?
9. What is insured in burglary insurance?
10. What is personal accident insurance?

Part B

(5 × 5 = 25)

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

11. (a) What are the functions performed by insurance?

Or

- (b) Explain the general classification of insurance.

12. (a) Explain the basic principles of life insurance contract.

Or

- (b) Why life insurance is needed?

13. (a) Explain the features of marine insurance.

Or

- (b) Explain marine losses.

14. (a) What are the basic principles of fire policy?

Or

- (b) What are the types of losses covered by fire insurance?

15. (a) Explain the features and key benefits of burglary insurance.

Or

- (b) Explain Farmer's package insurance.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role and importance of insurance.
17. Explain the management of LIC of India.

18. Discuss the recent trends in marine insurance business.
 19. Explain the various types of fire insurance policies.
 20. Why is the rural insurance so important? Why government is supporting so? What are the various government schemes in rural insurance?
-

F-4849

Sub. Code

7BBAA1

U.G. DEGREE EXAMINATION, APRIL 2021 &

Supplementary / Improvement/ Arrear Examinations

Business Administration

Allied : ENTREPRENEURSHIP

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Who is an Entrepreneur?
2. What is meant by Entrepreneurial Personality?
3. State the importance of business environment to entrepreneurs.
4. Name any two financial institutions that provide financial assistance to entrepreneur.
5. Write short notes on women entrepreneurship.
6. What is meant by entrepreneurial trait?
7. What is Project?
8. Who is a Project Manager?
9. State the significance of a Project Report.
10. What are the different approaches of evaluation?

Part B

(5 × 5 = 25)

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

11. (a) State the differences between entrepreneur and manager.

Or

- (b) Briefly explain the process of entrepreneurial development.

12. (a) What are the factors affecting entrepreneurial growth?

Or

- (b) What are the objectives of Entrepreneurship Development Programmes?

13. (a) Explain about the essential entrepreneurial traits.

Or

- (b) Discuss the role of family in the development of women entrepreneurship.

14. (a) Briefly discuss about project formulation process.

Or

- (b) What are the responsibilities of a project manager?

15. (a) What are the types of project evaluation?

Or

- (b) Discuss the steps involved in the preparation of project report.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the kinds of entrepreneurs.
 17. Describe the institutional support given by the Central Government to the entrepreneurs.
 18. Explain the concept of women entrepreneurship.
 19. Discuss the various project categories.
 20. Discuss the various parameters used for the project evaluation.
-

F-4850

Sub. Code

7BBAA2

**U.G. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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 scheduled banks.
2. Give a brief note on village adoption scheme.
3. Write a note on endorsement.
4. What are the contents of a cheque?
5. Who is a minor?
6. Define a joint stock company.
7. Write a note on e-banking.
8. Differentiate credit card from a debit card.
9. Write about cash credit.
10. Write a note on discounting of a bill.

Part B

(5 × 5 = 25)

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

11. (a) Bring out the nature of commercial banks.

Or

- (b) Write about branch banking and deposit banking.

12. (a) Why collection and payment of cheque holds importance to a banker?

Or

- (b) Explain material alteration with an example.

13. (a) What are the salient features of a pass book?

Or

- (b) What information must a mandate of a partnership firm contain?

14. (a) What are the features of ATM?

Or

- (b) Write in detail about online and offline banking.

15. (a) Bring out the various types of mortgage.

Or

- (b) Who can pledge the goods?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the functions of Reserve Bank of India.
 17. What are the rights of a banker and a customer?
 18. Discuss in brief the practice governing the opening of a joint account.
 19. Who is a collecting banker? What are the duties of a collecting banker?
 20. What are the principles of sound lending?
-

F-4851

Sub. Code

7BBAA3

**U.G. DEGREE EXAMINATION, APRIL 2021 &
Supplementary / Improvement / Arrear Examinations
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 few Objectives of advertising.
2. What is Trade Advertising?
3. Explain Advertising agency.
4. Write short notes about Slogans.
5. What is typographic printing?
6. What are the ways of motivating salesmen?
7. What are the types of salesmen?
8. State the importance of Layout in advertising design.
9. What is guarantee?
10. What are the objectives of sales promotion?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of advertising.

Or

- (b) Briefly explain about outdoor advertising.

12. (a) What is advertising copy? How to create successful advertising copy?

Or

- (b) Explain the steps in selecting an advertising agency.

13. (a) What are the objectives of advertising campaign?

Or

- (b) How to produce the best advertisement layout?

14. (a) Explain the qualification and skills required for success of salespersons.

Or

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

15. (a) List out the demerits of sales promotion.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the characteristics of different forms of media.
 17. Describe the various components of the Layout of a print ad copy.
 18. Explain the process of advertising campaign.
 19. Discuss the origin and development of salesmanship.
 20. Explain the different techniques of sales promotion along with their advantages and disadvantages.
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F-4852

Sub. Code

7BBAA4

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations
Business Administration
Allied: CUSTOMER RELATIONSHIP MANAGEMENT
(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all the** questions.

1. Define Customer Relationship Management.
2. Who is a consumer?
3. What is customer supplier relationship?
4. What is meant by policy?
5. What is data management?
6. What is meant by database ?
7. What is meant by Campaign Management?
8. What do you mean by Metrics?
9. Define Operational CRM.
10. What is meant by technology?

Part B

(5 × 5 = 25)

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

11. (a) Explain the Consumer Life styles.

Or

- (b) What are the objectives of CRM?

12. (a) Explain the Customer Knowledge process.

Or

- (b) Explain the dynamics of customer supplier relationship.

13. (a) Write short notes on prospect database.

Or

- (b) What are the features of data mining?

14. (a) Write the sales force automation value chain.

Or

- (b) What are the causes of culture change?

15. (a) Explain the process of managing quality information.

Or

- (b) What are the merits and demerits of direct mail?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about the functions of CRM.

17. Explain the advantages and disadvantages of Relationship policy.

18. Explain the selection procedures in CRM.
 19. Explain in detail about pros and cons of contact management.
 20. What are the applications of CRM in banking sectors?
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F-5039

Sub. Code

7BBA111

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations
First Semester**

Part I

தமிழ்ச் செம்மொழியும் வணிக மடல்களும்

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் விடையளிக்க.

1. செம்மொழி – வரையறு செய்க.
2. மொழிக் குடும்பங்கள் என்றால் என்ன?
3. மடற்செய்தி பற்றி கூறுக.
4. வணிகக் கடிதத்தின் வடிவமைப்பு பற்றி கூறுக.
5. நேர்மறை வசூல் பற்றி கூறுக.
6. விசாரணை கடிதங்கள் எந்த சூழ்நிலையில் வரைய வேண்டும்?
7. சுற்றறிக்கை கடிதம் என்றால் என்ன?
8. அரசுதுறை கடிதங்கள் அனுப்பப்படும் சூழ்நிலைகளை கூறுக.
9. வங்கி மடல்களின் வகைகளை விளக்குக.
10. பத்திரிகை ஆசிரியருக்கு கடிதம் வரையும் போது என்னென்ன கருத்தில் கொள்ள வேண்டும்?

அனைத்து வினாக்களுக்கும் ஒருபக்க அளவில் விடை தருக.

11. (அ) தமிழ் மொழியின் சிறப்புகள் யாவை?

(அல்லது)

(ஆ) தமிழ்ச் செம்மொழி அடைய முயற்சி மேற்கொண்ட அமைப்புகள் பற்றி எடுத்துரைக்க.

12. (அ) வணிக கடிதத்தின் நோக்கங்கள் யாவை?

(அல்லது)

(ஆ) வணிக கடிதத்தின் தேவைகளை எடுத்துரைக்க.

13. (அ) ஆணையுறு வரையும் பொழுது கருத்தில் கொள்ள வேண்டியவை யாவை?

(அல்லது)

(ஆ) நிலுவை தொகையை நினைவுறுத்தும் கடிதம் ஒன்று வரைக.

14. (அ) புதிய மோட்டார் மிதிவண்டி ஒன்றை அறிமுகப்படுத்தி கடிதம் ஒன்று வரைக.

(அல்லது)

(ஆ) கம்பெனி தொடர்பான சுற்றறிக்கை கடிதங்கள் யாவை?

15. (அ) வங்கியருக்கும் வாடிக்கையாளருக்குமிடையேயான கடிதப் போக்குவரத்தினை விவரி.

(அல்லது)

(ஆ) தனியார் நிறுவனத்தில் வேலை வேண்டி விண்ணப்பக்கடிதம் ஒன்று வரைக.

பகுதி இ

(3 × 10 = 30)

எவையேனும் மூன்று வினாக்களுக்கு கட்டுரை வடிவில் விடையளிக்க.

16. உலகத் தமிழ்ச் செம்மொழி மாநாடு, 2010 இல் நிறைவேற்றப்பட்ட தீர்மானங்கள் குறித்து விரிவாக விளக்குக.
17. வணிக மடலின் கட்டமைப்பினை விரிவாக விளக்குக.
18. புகார்கள் மற்றும் சரிகட்டும் கடிதங்கள் எழுதும் போது நினைவில் கொள்ள வேண்டியவற்றை விவரி.
19. நும் கிராமத்திற்கு அடிப்படை வசதி வேண்டி கடிதம் ஒன்று வரைக.
20. காப்பீட்டுக் கட்டணத்தை கட்டுமாறு கோரி வங்கிக்கு வாடிக்கையாளர் எழுதுமாறு மடல் ஒன்று வரைக.

F-5040

Sub. Code

7BBA121

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

First Semester

Business Administration

Part II – BUSINESS ENGLISH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Put the correct forms of verb into the gaps.
(use simple present)
 - (a) She _____ the lunch box (to forget)
 - (b) Raman and Lakshman _____ hello
(to say)
2. Rewrite the sentence in Passive voice
 - (a) The mechanic repairs cars
 - (b) The girls can play hand ball
3. What is post script?
4. What is meant by layout of business letters?
5. What is an unsolicited application?
6. What is bio-data?
7. What is Memo?

8. What is a charge sheet?
9. What are classified advertisements?
10. What is e-mail?

Part B

(5 × 5 = 25)

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

11. (a) Complete the paragraphs with the most appropriate sentences, so that paragraph flow is not broken:

You need a total of 60 minutes of physical activity a day. Here is the good news. _____ Five or ten minutes sessions of physical activities throughout the day are just as good for you. These may include walking, jogging, running and riding a bike.

- (i) It will give you lots of ideas for staying fit and healthy.
- (ii) He regularly takes physical education classes at school.
- (iii) You should turn off that television and get moving instead.
- (iv) A programme called “The Fitness Fighters” was started.
- (v) This does not have to be done all at one time.

Or

- (b) Develop the following hints into a meaningful paragraph and suggest a suitable title:

A Sailor took his pet monkey with him to sea trip-terrible storm overturned ship-a dolphin saved the monkey's life – took monkey to an island – monkey said that he was a prince – Dolphin understood his lie – left monkey alone in the island.

12. (a) List out the various contents of an order letter.
Or
(b) Explain why a compliant letter is considered as a blessing in disguise.
13. (a) How the principles of a sales letter can be used in an application?
Or
(b) How to write a complaint to public authorities?
14. (a) How to write a letter of termination?
Or
(b) Prepare a charge sheet as the worker misbehaved inside the premises.
15. (a) What are the characteristics of a good advertisement copy?
Or
(b) Give the guide lines for managing e-mails.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Write an essay on the topic 'A meaningful gift I have given.'
17. State the various physical aspects of a business letter.
18. Write a letter to the editor of a newspaper on the topic "Unemployment problem in India".
19. Prepare a letter of confirmation.
20. Write an advertisement copy for a new Arts and Science College to be started soon near your place.

F-5049

Sub. Code

7BBA2C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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 ABC analysis?
4. What do you mean by simple average method?
5. What is meant by direct labour?
6. What do you mean by idle time?
7. What is overhead?
8. Define machine hour rate.
9. What is meant by quotation?
10. What is output costing?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the Cost ascertainment.

12. (a) From the following particulars, calculate the economic order quantity.

Annual Requirement	1600 Units
Cost of material per unit	Rs.40
Cost of placing and receiving one order	Rs.50

Annual carrying cost of inventory; 10% of inventory value.

Or

- (b) From the following is a available in respect of a component.

Maximum stock level	8400 units
Budgeted Consumption	Maximum 1500 units per month Minimum 800 units per month
Estimated delivery period	Maximum 4 months Minimum 2 months

You are required to calculate

- (i) Re-order level
(ii) Re-order quantity

13. (a) From the following calculate the labour turn over rate by applying.

(i) Separation Method

(ii) Replacement Method

No. of workers at the beginning of the period 3800

No. of workers at the end of the period 4200

During the year, 40 workers left while 160 workers are discharged. 600 workers are recruited during the year, of these 150 workers are recruited to fill up vacancies and the rest are engaged on account of an expansion scheme.

Or

(b) Calculate the earnings under piece wage system

Standard units per day 15

Actual units produced per day is 20

Rate per unit is Rs.10

14. (a) From the following details calculate factory cost of the job using machine hour rate.

Materials used – Rs.36,000

Direct labour cost – Rs.30,000

Factory Overhead – Rs.25,000

Direct labour hours – Rs.24,000

Hours of machine operation – Rs.20,000

An order requires materials Rs.2,000, Labour- Rs.1,650 and the machine to be used for 1200 hours.

Or

- (b) The following details pertain to the production department of a factory.

Material consumed	Rs.60,000
Direct wages	Rs.40,000
Factory overhead	Rs.50,000
Machine hours	Rs.50,000
Labour hours worked	Rs.25,000

Calculate overhead absorption rates under different possible methods from the above details.

15. (a) Show the treatment of the following items in cost statement.

	Rs.
Raw Material 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

Or

- (b) Calculate the cost and selling price from the following:

Material consumed	Rs.15,000
Wages paid	Rs.20,000
Work on cost	50% on Wages
Office on cost	30% on Works cost
Selling on cost	10% on Works cost
Profit	20% on cost

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of cost accounting.
17. The following transactions are recorded in respect of materials used in a factory:

Date	Quantity Received unit Rs.	Rate per unit Rs.	Quantity issued units
03-12-2018	400	2.10	–
15-12-2018	500	2.20	–
20-12-2018	–	–	500
26-12-2018	600	2.50	–
28-12-2018	–	–	900

Prepare a priced Ledger Sheet Pricing the issues at weighted average method.

18. What do you understand by labour turnover? How is it measured?
19. Describe the classification of overheads.
20. From the following particulars prepare a cost sheet and ascertain the sales by adding a profit of 25% on sales.

Particulars	1.08.2016	31.08.2016
Raw materials	Rs.30,500	Rs.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

F-5050

Sub. Code

7BBA3C3

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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. What is software?
2. Define Package.
3. Write any two applications of MS-Word.
4. What is meant by header and footer?
5. What is animation?
6. What do you understand by the term template?
7. What is spreadsheet?
8. Mention any two categories of charts available in MS-Excel.
9. What is search engine?
10. Define Internet.

Part B

(5 × 5 = 25)

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

11. (a) Write down the differences between Compilers and assemblers.

Or

- (b) Describe about high level languages.

12. (a) Explain about 'spell check' in MS-Word.

Or

- (b) How do you insert a table in MS-Word?

13. (a) How to create a presentation in MS-PowerPoint?

Or

- (b) How to insert a graph in MS-PowerPoint?

14. (a) Explain the various types of chart in MS – Excel.

Or

- (b) Write any five functions in MS-Excel.

15. (a) Discuss about Internet protocols.

Or

- (b) Explain about Intranet.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of operating system.
 17. Explain about Mail merge in MS-Word.
 18. What is custom animation? Explain the process of animating objects in a slide.
 19. How do you open and save a work book in MS-Excel?
 20. Describe about Telnet.
-

F-5051

Sub. Code

7BBA4C2

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations**

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 do you mean by Marketing?
2. What is environmental scanning?
3. What is meant by market segmentation?
4. What is consumer behaviour?
5. What is product?
6. Define a brand.
7. List out six price setting methods.
8. What do you mean by retailing?
9. Name any four techniques of sales forecasting.
10. What is AIDA model of selling?

Part B

(5 × 5 = 25)

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

11. (a) Explain the role and importance of marketing department.

Or

- (b) Outline the steps in marketing process.

12. (a) What are the factors considered for market segmentation?

Or

- (b) Discuss the various stages in consumer decision making process.

13. (a) Explain the features of a product.

Or

- (b) Explain the functions of packaging.

14. (a) What are the objectives of pricing a product?

Or

- (b) Discuss the importance of personal selling.

15. (a) What are the limitations of personal selling?

Or

- (b) What are the objectives of sales promotion?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the relevant external environmental factors for a large diesel generator marketer?
 17. Explain the elements of marketing mix.
 18. Explain the stages of product life cycle with suitable example.
 19. Explain the various distribution channels.
 20. Discuss the different sales promotional tools with their specific objectives.
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F-5052

Sub. Code

7BBA4C3

**B.B.A. DEGREE EXAMINATION, APRIL 2021 &
Supplementary/Improvement/Arrear Examinations
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. What are the golden rules of accounting?
2. What is a purchase order?
3. Explain LIFO with an example.
4. What is meant by stock group?
5. Write a note on journal voucher.
6. Write about regular number.
7. What is a trial balance?
8. Briefly explain accounting books.
9. Write a note on export of data.
10. What is a tally vault?

Part B

(5 × 5 = 25)

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

11. (a) Illustrate with an example select company and shut company options in company info menu.

Or

- (b) Explain the role of computer in accounting.

12. (a) Write any five primary groups of capital nature.

Or

- (b) Explain stock category, stock group and stock items with suitable example.

13. (a) Explain with an example purchase order processing with suitable entries.

Or

- (b) Explain simple and compound UOM with suitable examples.

14. (a) Write short note on draft mode printing.

Or

- (b) Give the specimen of cash flow / fund flow statement.

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

Or

- (b) Give the steps involved in preparation off bank reconciliation statement.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the inventory features of tally.
 17. Give the configuration setting for inventory.
 18. What are the various types of inventory vouchers? Briefly explain them.
 19. Briefly explain the options available under accounting reports.
 20. Give the differences between Delete Company and Shut company with examples.
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