

F-5854

Sub. Code

7BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Business Administration

MANAGERIAL ECONOMICS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is Managerial Economics?
2. State the Law of Supply.
3. What is elasticity of demand?
4. What are the types of Income Elasticity?
5. What is Fixed Cost?
6. What is National Income?
7. What are the causes of Monopoly?
8. Define Profit.
9. What is meant by fiscal policy?
10. State the importance of money supply.

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

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

11. (a) What are the determinants of demand?

Or

- (b) Briefly explain the concept of consumer surplus.

12. (a) State some business applications of price elasticity of demand.

Or

- (b) Describe returns to scale and its type.

13. (a) What are the assumptions of break-even analysis?

Or

- (b) What are the difficulties in the measurement of National Income?

14. (a) What are the main features of Monopoly?

Or

- (b) How does a firm take its pricing and output decisions under the monopolistic competition?

15. (a) Explain the various objectives of fiscal policy.

Or

- (b) Explain the role of monetary policy to promote economic growth in the economy.

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

Answer any **three** questions.

16. Discuss the scope of Managerial Economics.

17. Explain the factors determining price elasticity of demand.

18. Discuss briefly different cost concepts relevant to managerial decisions of planning and control.
 19. Examine different types of competitive situations that may possibly be found in a market.
 20. Briefly explain the various methods of credit control.
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F-5855

Sub. Code

7BBA1C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. Give three limitations of journal.
2. What is meant by Debit note?
3. What is meant by direct expenses?
4. Define Account Current.
5. What are the features of Single entry system?
6. Distinguish between Balance sheet and Statement of Affairs.
7. What does 'Surplus' and 'Deficit'?
8. Give the rules determining the capital receipts.
9. What is residual value?
10. Write short notes on effluxion of time.

Part B

(5 × 5 = 25)

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

11. (a) Give an account of different subsidiary books used.

Or

- (b) From the under mentioned balances, prepare a Trial balance as on 31.3.2007

	Rs.		Rs.
Opening stock	35,000	Machinery	60,000
Salaries	20,000	Sundry creditors	24,000
Sundry debtors	50,000	Purchases	1,20,000
Wages	16,000	Cash	1,200
Sales	2,01,200	Furniture	15,000
Rent	10,000	Bills receivable	20,000
Capital	10,000	Bills payable	22,000

12. (a) X owes Y the following sums of money due on the dates stated

Rs.400 due on 5th January, 2000

Rs.200 due on 20th January, 2000

Rs.800 due on 4th February, 2000

Rs. 100 due on 26th February, 2000

Rs.50 due on 10th March, 2000

Calculate a date when payment made by X in one installment resulting in no loss of interest to either party.

Or

- (b) What do you understand by adjusting entries?

13. (a) Draw the specimen form of Total Debtors Account.

Or

(b) Mr. Ram informs you that he had start a business on 1.1.2006 with a capital of Rs. 20,500 and on 31.12.2006 his capital was Rs.32, 800. Further, he informs you that he gave his son Rs.2,000 and he withdraws Rs.500 every month for personal purpose. He had scooter, which had been sold for Rs. 5,000 and invested the same into the business. Further, there is no other information. Calculate the amount of profit made by him during the year 2006.

14. (a) State whether the following are revenue or capital expenditure:

- (i) Wages of workers employed for setting up a new machinery
- (ii) Repairs to furniture purchased second hand.
- (iii) Replacement cost of a worn-out part of plant.
- (iv) Expenses incurred for day-to-day running of business.
- (v) Expenses incurred in connection with sale of goods.
- (vi) Increasing the seating capacity in a cinema theatre.
- (vii) Depreciation on fixed asset.

Or

(b) Explain the meaning of subscription and endowment show how will you deal with them while preparing final accounts of a club?

15. (a) What are the factors determining the amount of depreciation?

Or

- (b) A company purchased machinery for Rs. 60,000. Rs. 10,000 spent on for erection. The machinery was put to use on 1.1.2012 after having used in for six years it was sold for Rs. 30,000. You are required to prepare the machinery account providing depreciation at 10% pa. on original cost.

Part C (3 × 10 = 30)

Answer any **three** questions.

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

- 2015 1 Cash balance Rs 1,300; Bank balance Rs. 7,000
Jan
2 Purchased goods and issued a cheque for
Rs. 3,500
6 Cash sales Rs. 12,000
7 Deposited into bank Rs. 8,000
9 Received Rs.990 from Mani and settles his account
balance Rs., 1,000
15 Paid to Gini Rs. 1200; discount received Rs.25
18 Withdrawn from bank for home expenses Rs. 1,500
20 Withdrawn from bank Rs. 2000 for office use
25 Received a cheque for Rs. 1,000 from Kumar and sent
to bank
30 Paid salary by cheque Rs.3000
31 Paid wages by cash Rs. 800

17. The following trial balance is extracted from the books of Mohideen on 31 Dec 1999

Debit	Rs.	Credit	Rs.
Furniture	600	Capital	12,000
Motor vehicle	6,500	Provision for bad debts	200
Buildings	7,500	Sundry creditors	3,000
Bad debts	100	Sales	15,000
Sundry debtors	3,800	Bank O/D	3,000
Stock on Jan 1,1999	3,500	Purchase returns	200
Purchase	5,500	Commission	600
Sales return	200		
Advertising	450		
Interest	200		
Cash	650		
Taxes and Insurance	1,200		
General expenses	800		
Salaries	3,000		

The following adjustments are to be made.

- (a) Stock in hand on 31 Dec 1999 Rs.3,200
- (b) Depreciation building at 5%; Furniture at 10% and Motor vehicle at 20%
- (c) Rs. 100 is due for interest on bank O/D

Prepare Trading and Profit and loss account for the year ending 31 Dec 1999 and a balance sheet as on that date.

18. What are the steps to be taken to convert Single entry system into Double entry system

19. The following information relates to the Kingkong club for the year ended 31.3.2016 and you are required to prepare an income and expenditure a/c for the year and a balance sheet as on that date

Receipts	Rs.	Payments	Rs.
Balance from last year	2,350	Salaries	1,200
Entrance fee	300	Electricity	120
Subscriptions		News papers	525
2014-2015	50	Fixed deposits	2,500
2015-2016	3,500	Utensils	200
2016-2017	<u>75</u>	Payment to creditors	1,000
Profit from refreshments	100	Balance	1,150
Locker rents	200		
Sundry income	<u>120</u>		
	<u>6,695</u>		<u>6,695</u>

The assets and liabilities on 1.4.2015 were: Utensils Rs. 800, Furniture Rs.2500, Consumable stores Rs. 350, Creditors Rs. 1200

On 31.3.2016 value of consumable stores was Rs. 700, creditors amounted to Rs. 550 the subscription outstanding was Rs. 75 and the interest accrued on fixed deposit was Rs. 25.

20. Briefly explain the various methods of providing depreciation and their merits and demerits.
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F-5856

Sub. Code

7BBA2C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Second Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define Management.
2. What is Scientific Management?
3. What is planning?
4. Define Business forecasting.
5. What is meant by organization?
6. What do you mean by group?
7. What is directing?
8. What is Manning?
9. Define Controlling.
10. What are the importances of co-ordination?

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

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

11. (a) Explain the functions of Management.

Or

- (b) Is Management a science or an art? Explain.

12. (a) What are the types of plans?

Or

- (b) Explain the nature of Decision Making.

13. (a) Write the principles of organizing.

Or

- (b) What are the types of groups?

14. (a) Explain the concept of span of control.

Or

- (b) Explain the Herzberg Mc Cleland Theory.

15. (a) What are the process of controlling?

Or

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

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

Answer any **three** questions.

16. Explain the contributions of F.W.Taylor.

17. Explain the steps in Decision Making.

18. Explain the types of organization structure.

19. Explain the Maslow's need hierarchy.

20. Explain the techniques of co-ordination.

F-5857

Sub. Code

7BBA2C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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 cost analysis.
2. What is cost elements?
3. What is meant by purchasing?
4. What do you mean by BIN card?
5. What is meant by labour turnover?
6. What do you mean by wage?
7. What is absorption of overheads?
8. What is allocation of overheads?
9. What is meant by tender?
10. How will you find the cost per unit?

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

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

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

Or

- (b) Distinguish between cost accounting and financial accounting.

12. (a) The annual requirement for an item is Rs. 8,400 units. The unit cost is Rs. 15 and inventory carrying charges 20% p.a. If the cost of one procurement is Rs. 160 determine:

- (i) Economic Order Quantity
(ii) Number of orders per year
(iii) Time between two consecutive orders.

Or

- (b) From the following particulars calculate reorder level, minimum level, maximum level and average level of stock.

Normal usage	– 50 units per week
Minimum usage	– 25 units per week
Maximum usage	– 75 units per week
Reorder quantity	– 300 units per week
Reorder period	– 4 to 6 weeks

13. (a) From the data given below, illustrate time wage system.

Standard time 60 hours

Time taken 50 hours

Wage rate per day of 8 hours Rs. 96

Or

- (b) From the data given below, illustrate piece work plan.

Normal time per unit 10 minutes

Time allowed is increased by 50%

Actual units produced 200

Rate per hour Rs.40

14. (a) Calculate Direct Labour Hour Rate from the following:

Total Number of workers	- 200
Working day in a year	- 300
Number of hours per day worked	- 8 hours
Short and idle time	- 5 %
Factory overhead	- Rs. 13,700
Gift to workers	- Rs. 1,500

Or

- (b) From the following details calculate machine hour rate.

Cost of Machine - Rs. 11,000

Scrap value - Rs.680

Effective working life of the machine — 10,000 hours

Power used 6 units per hour at 5 paise per unit

Hours worked in 4 weekly periods of 120 hours.

15. (a) Write short note on cost sheet.

Or

- (b) Write short note on quotation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe briefly the classification of costing.
17. The stock in hand of a material as on 1st September was 500 units Rs. 10 per unit. The following purchases and issues were subsequently made. Prepare the stores ledger account showing how the value of the issues would be recorded under FIFO method.

Purchase :

September 6 th	100 units @ Rs. 11
September 20 th	700 units @ Rs. 12
September 27 th	400 units @ Rs. 13
October 13 th	1000 units @ Rs. 14
October 20 th	500 units @ Rs. 15
November 17 th	400 units @ Rs. 16

Issues :

September 9 th	100 units
September 22 nd	500 units
September 30 th	500 units
October 15 th	500 units
October 22 nd	500 units
November 11 th	500 units

18. From the particulars given below, prepare labour cost per man-day of 8 hours.

- (a) Basic Salary Rs. 5 per day
- (b) Dearness allowance 20 paise per every point over 100 cost of living index for working class. Current cost of living index is 800 points.
- (c) Leave salary 5% of (a) and (b)
- (d) Employer's contribution
 - to provident fund 8% of (a), (b) and (c)
- (e) Employer's
 - contribution
 - to State Insurance 5% of (a), (b) and (c)
- (f) Expenditure on
 - amenities to
 - labour Rs. 20 per head
- (g) No. of working days
 - in a month 25 days of 8 hours each

19. Explain the reasons for differences in profits revealed by Cost and Financial account.

20. From the information given below, ascertain total cost:

Material	10,000
Productive Wages	5,000
Direct expenses	2,000
Opening work-in-progress	1,000
Closing work-in-progress	500
Office expenses	200
Audit fees	100
Sales office expenses	500
Sales promotion expenses	200

F-5858

Sub. Code
7BBA3C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Business Administration

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What is organizational Behaviour?
2. What is meant by group behaviour?
3. Define perception.
4. What is meant by personality traits?
5. What is communication?
6. Define the term 'Leadership'.
7. What is Negotiation?
8. What are the symptoms due to work stress?
9. What is organisational change?
10. What are the benefits of OD?

Part B

($5 \times 5 = 25$)

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

11. (a) What are the features of organisational behavioural?

Or

- (b) Briefly discuss about group behaviour.

12. (a) What are the personality attributes influencing OB?

Or

- (b) Briefly explain the importance of perception.

13. (a) Briefly explain the process of communication.

Or

- (b) Explain 'Managerial Grid'.

14. (a) Briefly explain the negotiation process.

Or

- (b) What are the causes of role conflict?

15. (a) State the significance of organisational change.

Or

- (b) Explain the terms: Un freezing, Changing and Refreezing.

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. What are the challenges in managing human behaviour in organisation.
 17. What are the major factors which shape the personality of an individual?
 18. What are the barriers to effective communication?
 19. What are the sources of stress? Explain.
 20. Discuss about OD intervention techniques.
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F-5859

Sub. Code

7BBA3C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Third Semester

Business Administration

BUSINESS STATISTICS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. Write a short note on “frequency polygon”
2. State the importance of polygon diagrams.
3. Define arithmetic mean.
4. Mention any two demerits of geometric mean.
5. Give the meaning of absolute measures of dispersion.
6. Mention the objectives of variation.
7. What is negative correlation?
8. What do you mean by standard error?
9. What is seasonal variation?
10. Define time reversal test.

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between histogram and ogive.

Or

- (b) Explain the characteristics of statistics.

12. (a) What are the objectives of calculating averages?

Or

- (b) Calculate harmonic mean from the data given below.

X	5	12	17	20	25	30
F	3	2	5	9	5	2

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

Rice(Rs.) 10 12 13 16 11 12 13 10 15 19

Or

- (b) Blood serum cholesterol levels of 10 persons are as under:

240 260 290 245 255 288 272 263 277 251

Calculate standard deviation.

14. (a) From the following data of rainfall and production, find the most likely production corresponding to the rainfall of 40 cms.

	Rain fall	Production
Average	30 cms.	500 kg.
Standard Deviation	5 cms	100 kg.
Coefficient of correlation	0.8	

Or

- (b) State the measure and the concept of partial correlation.
15. (a) Explain cyclical variation and give a suitable example.

Or

- (b) Explain the importance of index numbers.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What are the different types of diagrams used in the presentation of data?
17. Calculate Mean, Median and Mode.

Mark : 0-4 5-9 10-19 20-29 30-39 40-49 50-59 60-69
No. of Students : 328 350 720 664 598 524 378 244

18. Calculate

- (a) Mean Deviation about Mode and
(b) Coefficient of mean Deviation about mode

Mid value : 2.5 7.5 12.5 17.5 22.5 27.5
Frequency : 19 28 50 22 10 7

19. Calculate Pearson's correlation coefficient for the following data:

Rain fall (cms) 32 35 31 38 27 42 57 21

Production : 52 67 53 47 41 55 63 72
(million Tons)

20. Calculate seasonal indices by the ratio to moving average method from the data given below:

Year	I Quarter	II Quarter	III Quarter	IV Quarter
2002	68	62	62	64
2003	65	58	66	62
2004	68	63	64	65

F-5860

Sub. Code

7BBA3C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

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** the questions.

1. What is flowchart?
2. What is compiler?
3. How do you open a word document?
4. What is the use of mail merge?
5. What is multimedia?
6. How is slide?
7. How do you apply the borders for the cells?
8. What is workbook?
9. What is URL?
10. What is the use of e-mail?

Part B

($5 \times 5 = 25$)

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

11. (a) List the applications of computer.

Or

- (b) Explain about the symbols used in flowchart.

12. (a) What are the various types of paragraph alignments that can be made?

Or

- (b) How do you apply bullets in MS-Word?

13. (a) Explain the various types of views in MS-Power Point.

Or

- (b) How do you set the hyperlinks in a power point presentation?

14. (a) List out the applications of MS-Excel.

Or

- (b) How do you generate a series of values in a worksheet?

15. (a) Explain about E-mail.

Or

- (b) Write a short note on FTP.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various types of operating system.
 17. Explain Autocorrect Option.
 18. How do you apply word art in Powerpoint?
 19. How do you edit and forward the work sheet?
 20. Explain about the browser.
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F-5861

Sub. Code

7BBA4C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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. What is plant layout?
2. Define ‘Operations Management’.
3. How will you measure work?
4. What is motion study?
5. State the need for production planning.
6. What is Scheduling?
7. What is meant by ‘sample’?
8. State the need for quality control.
9. Mention the aim of materials management.
10. What is inventory control?

Part B

($5 \times 5 = 25$)

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

11. (a) What are the functions of operations management?

Or

- (b) State the difference between Product Layout and Process Layout.

12. (a) What are the advantages of work study?

Or

- (b) What is work measurement and what are the uses of work measurement?

13. (a) What are the principles of material handling?

Or

- (b) What are the characteristics and uses of scheduling?

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

Or

- (b) Explain how a control chart is used for quality control.

15. (a) Briefly explain about 'Integrated Materials Management'.

Or

- (b) What are the functions of store keeper?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain about different types of layout.
 17. Explain the different steps involved in method study.
 18. Describe the various types of material handling equipments.
 19. Discuss the steps in quality control.
 20. Describe the importance of store management.
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F-5862

Sub. Code

7BBA4C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

($10 \times 2 = 20$)

Answer all the questions.

1. Define marketing.
2. What is meant by marketing environment?
3. What do you mean by spot market and future market?
4. What is marketing mix?
5. What do you mean by product diversification?
6. What is a trade mark?
7. What is pricing?
8. What is channel of distribution?
9. Define promotion.
10. What is sales quota?

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

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

11. (a) Bring out the importance of marketing.

Or

- (b) Distinguish between marketing and selling.

12. (a) Explain briefly the elements of marketing risk.

Or

- (b) Define the concept of buying behaviour. Why is it desirable to study it in marketing?

13. (a) Mention the advantages of labelling.

Or

- (b) Explain briefly the steps to be followed in new product introduction.

14. (a) What are the services rendered by wholesalers?

Or

- (b) Describe any two bases on which firms usually set their pricing in practice. Illustrate them.

15. (a) Discuss the objectives of sales promotion.

Or

- (b) What are the essentials of effective selling.

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

Answer any **three** questions.

16. Explain the organisation of marketing department in a modern company.

17. Define market and state the various classifications of markets.

18. What do you understand by product planning? Describe the important aspects of product planning.
 19. Explain the factors influencing price determination.
 20. Discuss the merits and demerits of various sales promotion methods.
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F-5863

Sub. Code
7BBA4C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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. Define ledger.
2. What is meant by double entry system?
3. What is FIFO?
4. How do you create a stock group in Tally?
5. What is balance sheet?
6. What is the use of sales order voucher?
7. Define Trial balance.
8. What is the use of fund flow statement?
9. How do you backup data in Tally?
10. How do you merge data in Tally?

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

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

11. (a) How do you create the ledger in Tally?

Or

- (b) Explain the Salient Features of Tally.

12. (a) Write down the step to create the stock category in single mode.

Or

- (b) How do you create the budget in tally?

13. (a) Discuss about contra voucher.

Or

- (b) Explain about optional vouchers.

14. (a) Explain about cash flow statement.

Or

- (b) Explain the types of printing configuration options.

15. (a) How do you view the stock summary?

Or

- (b) Describe about Ratio Analysis.

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. Explain about sales and purchase order processing.
 17. How do you create the stock items in multiple mode?
 18. Describe about payment and Receipt voucher.
 19. Discuss about Accounting books.
 20. How do you import and export data in Tally?
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F-5864

Sub. Code

7BBA4C4

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

$(10 \times 2 = 20)$

Answer **all** questions.

1. What is Co-ordinate axis?
2. Write about slope of a straight line.
3. Explain: finite and infinite sets.
4. If $A = \{1,3,4,5\}$ and $B = \{1,7,8,10\}$ find $A \cup B$.
5. Define limit.
6. Define – Continuous function.
7. Define – Consumer surplus.
8. What is a absolute maximum?
9. What is singular?
10. Define – Adjoint of A.

Section B

(5 × 5 = 25)

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

11. (a) The vertices of a triangle are (-4,0) (1,1) and (3,-1).
Find the equations of any two altitudes.

Or

- (b) Find the equation of the line passing through the point (3,1) are perpendicular to the line $2x + 7y - 5 = 0$.

12. (a) If $S = \{a, b, c, d\}$ and $T = \{f, d, b, g\}$ then find $S \cap T$ and $S - T$.

Or

- (b) If A, B, C are any three sets then prove that $A \cap (B \cup C) = (A \cap B) \cup (A \cap C)$.

13. (a) Find $\frac{d}{dx} \left(\frac{x^3}{x^2 + 1} \right)$.

Or

- (b) Differentiate with respect to x

$$y = (x^2 + 1)(3x^2 - 2x^3)$$

14. (a) If $y = xe^{x^2}$, Find $\frac{d^2 y}{dx^2}$ and $\frac{d^3 y}{dy^3}$.

Or

- (b) Find the maximum value of xe^{-x} .

15. (a) If $A = \begin{pmatrix} 2 & 3 \\ 4 & 7 \end{pmatrix}$ and $B = \begin{pmatrix} 0 & 3 \\ 1 & 2 \end{pmatrix}$. Show that
 $(AB)' = B'A'$.

Or

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

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

Answer any **three** questions.

16. A company expects fixed costs of Rs. 37,500 and variable cost of Rs. 50,000 on sales of Rs. 80,000
- (a) Write down the equation relating the cost and sales.
 - (b) Find the break-even point
 - (c) What will be the profit for a sales of Rs. 90,000
 - (d) Draw a break-even chart
17. In a survey it was found that 55% like product A, 50% product B, 40% product C, 30% Products A and B, 20% products A and C, 12% products B and C and 10% all the three products. What percentage do not like any of the three products.

18. If $f(x) = 5x^3 - 3x^2 + 2x - 1$ find $f'(0)$ and $f''(0)$.
19. Find the elasticity of demand for the function $y = 100 - x - x^2$ when $y = 70$.
20. If $A = \begin{pmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{pmatrix}$ find $A^2 - 4A - 5I$ where $I = \begin{pmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{pmatrix}$.
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F-5865

Sub. Code

7BBA5C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

($10 \times 2 = 20$)

Answer **all** questions.

1. Define Research.
2. What is analytical research?
3. What is meant by research problem?
4. Define Research Design.
5. What is meant by population?
6. What do you mean by secondary data?
7. What is rating scale?
8. What is coding'?
9. What do you mean by popular report?
10. What are the importances of executive summary?

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

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

11. (a) Explain the characteristics of good research.

Or

- (b) What are the precautions to be taken by the researchers?

12. (a) Explain the formulation of research problems.

Or

- (b) Explain the concept of problem identification.

13. (a) Write the various methods of data collection.

Or

- (b) What are the differences between primary and secondary data?

14. (a) Explain the concept of attitude scales with examples.

Or

- (b) What is Guttman scales? Explain.

15. (a) What are the steps in writing a report?

Or

- (b) What are the techniques of interpretation?

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

Answer any **three** questions.

16. Explain the types of research.

17. Explain the steps in research design.

18. Explain the types of sampling techniques.
 19. Explain the various kinds of charts and diagrams
 20. Explain the types of reports.
-

F-5866

Sub. Code

7BBA5C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Business Administration

MANAGEMENT ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. Write any four disadvantages of management accounting.
2. Give the meaning of management accounting.
3. Give any four examples of liquid assets.
4. Briefly give the uses of ratio analysis.
5. What is a fund flow statement?
6. What are the objects of cash flow statement?
7. Write about break even chart.
8. What is angle of incidence?
9. Give the definition of standard costing.
10. Write a note on unfavourable variance.

Part B (5 × 5 = 25)

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

11. (a) What are the objectives of financial statement analysis?

Or

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

12. (a) What is the significance of ratio analysis?

Or

- (b) Briefly list out the classification of ratios.

13. (a) From the following balance sheets of a company, you are required to prepare a schedule of changes in working capital.

Balance sheet as on 31st December

Liabilities	2015	2016	Assets	2015	2016
	(₹)	(₹)		(₹)	(₹)
Share capital	2,00,000	2,50,000	Land and buildings	2,00,000	1,90,000
General reserve	50,000	60,000	Plant and machinery	1,50,000	1,69,000
Profit and loss	30,500	30,600	Stocks	1,00,000	74,000
Bank loan (short period)	70,000	–	Debtors	80,000	64,200
Creditors	1,50,000	1,35,200	Cash	500	600
Provision for taxation	30,000	35,000	Bank	–	8,000
	<hr/> <u>5,30,500</u>	<hr/> <u>5,01,800</u>	Goodwill	<hr/> <u>–</u>	<hr/> <u>5,000</u>
				<hr/> <u>5,30,500</u>	<hr/> <u>5,01,800</u>

Or

- (b) From the following balance sheet, prepare a cash flow statement :

Liabilities	2015 (₹)	2016 (₹)	Assets	2015 (₹)	2016 (₹)
Share capital	2,00,000	2,50,000	Cash	30,000	47,000
Trade creditors	70,000	45,000	Debtors	1,20,000	1,15,000
Profit and loss	10,000	23,000	Stock	80,000	90,000
			Land	50,000	66,000
	<u>2,80,000</u>	<u>3,18,000</u>		<u>2,80,000</u>	<u>3,18,000</u>

14. (a) From the following data are obtained from the records of a company.

	I Year	II Year
Sales	₹ 80,000	₹ 90,000
Profit	₹ 10,000	₹ 14,000

Calculate the break even point.

Or

- (b) From the following particulars, find out the selling price per unit if BEP is to be brought down to 9,000 units. Variable cost per unit ₹ 75; fixed expenses ₹ 2,70,000; selling price per unit ₹ 100.

15. (a) A manufacturing concern which has adopted standard costing, furnished the following information:

Standard:

Material for 70 kg finished products: 100 kg

Price of materials: ₹ 1 per kg

Actual:

Output: 2,10,000 kg

Material used: 2,80,000 kg

Cost of material: ₹ 2,52,000

Find

- (i) Material price variance.
- (ii) Material usage variance and
- (iii) Material cost variance.

Or

- (b) With the help of following information calculate labour cost variance, labour rate variance and labour efficiency variance. Standard hours: 40 @ ₹ 3 per hour; Actual hours: 50 @ ₹ 4 per hour.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. The summary of balance sheet data in respect of A Ltd., and B Ltd., is as under:

	A Ltd. (₹)	B Ltd. (₹)
Buildings	1,00,000	4,50,000
Machinery	3,00,000	7,50,000
Share capital	4,50,000	14,50,000
Retained earnings	50,000	33,000
Debtors	1,15,000	60,000

	A Ltd.	B Ltd.
	(₹)	(₹)
Stocks	60,000	2,17,000
Cash	10,000	5,000
Prepaid expenses	5,000	3,000
Creditors	91,000	1,00,000
Liability for expenses	9,000	17,000
Preliminary expenses	10,000	15,000

Prepare common-size balance sheets.

17. From the following information presented by a firm for the year ended 31st December, prepare the balance sheet.

Sales to net worth	5 times
Current liabilities to net worth	50%
Total debts to net worth	60%
Fixed assets to net worth	60%
Current ratio	2
Sales to stock	10 times
Debtor's velocity	9 times
Annual sales	Rs. 15,00,000
Cash sales	40% of sales

18. Ramco cements presents the following information and you are required to calculate funds from operations:

Profit and Loss account

	₹		₹
To operation expenses	1,00,000	By Gross profit	2,00,000
To depreciation	40,000	By gain on sale of plant	20,000
To loss on sale of building	10,000		

	₹	₹
To advertisement suspense a/c	5,000	
To discount allowed	500	
To discount on issue of shares written off	500	
To goodwill written off	12,000	
To Net profit	<u>52,000</u>	<u>2,20,000</u>

19. A firm has to install a machine for production of a part. Two machines X and Y are being considered. Their particulars are as follows:

	Machine X	Machine Y
Cost	₹ 10,000	₹ 20,000
Annual capacity	2,000 units	5,000 units
Economic life	10 years	10 years
Salvage value	Nil	Nil
Material per unit	₹ 3	₹ 3
Production cost per unit other than depreciation	₹ 5	₹ 4.50
Part of existing overhead per annum	₹ 1,000	₹ 2,000

Interest is at 9% p.a. This part is available in the market @ ₹ 9 per unit and can be sold at a net price of ₹ 8.50. The firm requires 3000 units. Show which of the machines will be most economical?

20. From the following particulars calculate total material cost variance; material price variance and material usage variance

Materials	Standard		Actual	
	Units	Price	Units	Price
	(₹)		(₹)	
A	2020	2	2160	2.40
B	820	3	760	3.60
C	700	4	760	3.80
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F-5867

Sub. Code

7BBA5C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. What is Personnel Management?
2. What are the objectives of HRM?
3. What is job specification?
4. State the purpose of employment test.
5. State the difference between Training and Development.
6. State the importance of Training.
7. Define promotion.
8. What is Demotion?
9. What are the objectives of Industrial Relations?
10. State the benefits of collective bargaining.

Part B

($5 \times 5 = 25$)

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

11. (a) Discuss the scope of Human Resource Function.

Or

- (b) Explain the principles of Personnel Management.

12. (a) List out the objectives of job evaluation.

Or

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

13. (a) What are the objectives of executive development?

Or

- (b) Explain the methods of On-the-Job training.

14. (a) What are the objectives of wages and salary administration?

Or

- (b) Define Transfer. What are the types of transfers?

15. (a) What are the forms of workers participation in Management?

Or

- (b) What are the causes for poor industrial relations?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the functions of HRM?
 17. Explain the external sources of recruitment.
 18. Explain the various executive development methods.
 19. Explain the traditional methods of performance appraisal.
 20. Explain the process of collective bargaining.
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F-5868

Sub. Code

7BBAE1A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

Business Administration

Elective – TOURISM MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer all the questions.

1. Explain the term 'Visitors'.
2. Define the term Excursionist.
3. Describe International Tourism.
4. Define Outbound Tourism.
5. Give the full form for the Abbreviations :
ICCA, ITDC, ICBP, DOT
6. What are the sales aids used by tourist officers?
7. Explain the term travel agent.
8. What do you mean by CRS?
9. What are the major types of Hotels in India?
10. Define the term Hospitality.

Part B

($5 \times 5 = 25$)

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

11. (a) Explain the classifications of Travellers.

Or

- (b) What are the motivational factors for Travel?

12. (a) What are the measurements of Domestic Tourism?

Or

- (b) What is your view on the future tourism?

13. (a) Which are the attractions that constitute tourism?

Or

- (b) Explain the modes of Tourism Administration.

14. (a) Explain the role of Travel agents in tourism.

Or

- (b) What are the major departments in surface transport in tourism?

15. (a) Explain the importance of advertisement in hotel industry.

Or

- (b) What are the promotional scheme for improving tourism in India?

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. Describe the term :
 - (a) Long haul tourism.
 - (b) Special Interest tourism.
 - (c) Mass tourism.
 17. Which are the major factors influencing the tourism development in India?
 18. Explain the need and process of tourism planning.
 19. Role of WTO – Briefly explain.
 20. Explain the classification of Hotel Industries in India approved by Government for promoting tourism development.
-

F-5869

Sub. Code
7BBAE1B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

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. State the importance of marketing research.
2. What are the limitations of marketing research?
3. What is the scientific method?
4. What is 'research design'?
5. What is primary data?
6. What is a questionnaire?
7. Why is a sample survey preferred to a census enquiry?
8. Define 'population'.
9. State the importance of advertising.
10. What is meant by consumer research?

Part B

($5 \times 5 = 25$)

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

11. (a) Discuss the scope of marketing research.

Or

- (b) What are the tasks performed by a marketing researcher?

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

Or

- (b) Explain about experimental research.

13. (a) Briefly explain the following methods of data collection.

- (i) Observation

- (ii) Interview method.

Or

- (b) How would you evaluate secondary data?

14. (a) Mention the reasons for sampling.

Or

- (b) State the difference between probability sampling and non-probability sampling.

15. (a) Describe the four major types of 'sales analysis'.

Or

- (b) Explain 'Consumer research'.

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

Answer any **three** questions.

16. Discuss about the role of marketing research agencies.
 17. Briefly explain about the types of research design.
 18. Explain the following types of questions, giving a suitable example in each case.
 - (a) Open-ended
 - (b) Dichotomous
 - (c) Multiple-choice.
 19. Explain about various sampling methods.
 20. What is advertising research? Identify the major areas where advertising research can be helpful.
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F-5870

Sub. Code

7BBAE2A

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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. Give some examples for service industries.
2. Explain the scopes of services.
3. Define Service design.
4. What are the components of service blue print?
5. What are the expanded marketing mixes?
6. What is meant by service product?
7. What is skimming pricing?
8. What do you mean by personal selling?
9. Who is an agent?
10. Define Physical evidence.

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

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

11. (a) Explain the components of a service.

Or

- (b) What are the natures of a service?

12. (a) Explain the guiding principles in service design.

Or

- (b) What are the uses of service blue print?

13. (a) What is the process of branding of a new service?

Or

- (b) Explain the process of service delivery system.

14. (a) Write the types of advertisements.

Or

- (b) What are the importances of direct marketing?

15. (a) Explain the servicescape with examples.

Or

- (b) Write the merits and demerits of electronic channel of distributions.

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

Answer any **three** questions.

16. Enumerate the growth of service sector.

17. Explain the types of service layout in detail.

18. Write the characteristics of service marketing mix process.
 19. Explain the steps in advertising process.
 20. Explain the service process in detail.
-

F-5871

Sub. Code

7BBAE2B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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. What is insurance?
2. Who is an insurer?
3. What is surrender value?
4. What is reversionary bonus?
5. What is Bill of Lading?
6. What is salvage loss?
7. What is a floating policy?
8. What is meant by proximate cause?
9. What is burglary insurance policy?
10. Name any four private insurance companies.

Part B

($5 \times 5 = 25$)

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

11. (a) Explain the nature of insurance.

Or

- (b) Explain the role of an insurance company manager.

12. (a) Explain the nature of life insurance contract.

Or

- (b) Explain the valuation process of life policies.

13. (a) Explain the type of marine policy.

Or

- (b) Explain the role of manager in marine insurance business.

14. (a) Explain the features of fire insurance.

Or

- (b) What are the properties that can be covered under Fire policy?

15. (a) What are the parameters that decide the premium for Motor insurance?

Or

- (b) Explain the types of coverage provided under a personal accident policy.

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. Explain the principles of insurance.
 17. Explain the kinds of life insurance.
 18. Discuss the procedure for making any marine insurance claim.
 19. Discuss the recent trends in fire insurance business in India.
 20. Explain the impact of privatization of Insurance Industry.
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F-5872

Sub. Code

7BBA6C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021.

Sixth Semester

Business Administration

INVESTMENT MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. What is investment?
2. Define sweat equity.
3. What is private placement?
4. What is meant by a stock exchange?
5. Define risk.
6. What is meant by fundamental analysis?
7. What is simple diversification? Will it reduce total risk?
8. What is meant by levered portfolio?
9. What are the criteria for evaluation of portfolio?
10. What is a constant Ratio plan?

Part B

($5 \times 5 = 25$)

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

11. (a) Discuss the factors that differentiate the investor from speculator and gambler.

Or

- (b) How do equity shares differ from preference shares.

12. (a) Why do companies issue shares in the primary market? What is the relationship between the New Issue Market and Secondary market?

Or

- (b) Specify the conditions for a person to become a member of a stock exchange.

13. (a) How would you minimize the various risk exposures?

Or

- (b) Explain the utility of the economic analysis and state the economic factors considered for this analysis.

14. (a) Define Markowitz diversification. Explain the statistical method used by Markowitz to obtain the risk reducing benefit.

Or

- (b) What are the basic assumptions of CAPM?

15. (a) Is there any necessity to have different formula plans?

Or

- (b) Discuss the significance of Jensen's performance index.

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. “The investment process involved a series of activities starting from the policy formulation” - Discuss.
 17. What are the parties involved in the issue of shares in the stock market?
 18. State the anomalies in the efficient market hypothesis.
 19. What are the advantages of APT over CAPM? Explain in detail.
 20. Distinguish between Treynor and Sharpe indices of portfolio performance? Which do you recommend? Why?
-

F-5873

Sub. Code

7BBA6C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. What are the basic financial decisions?
2. What is trading on equity?
3. List out the longterm sources of fund.
4. What is meant by operating cycle?
5. What is the cost of retained earnings?
6. What do you mean by weighted average cost of capital?
7. What is cash budget?
8. What do you understand by zero base budgeting?
9. What is capital budgeting?
10. What is Pay back period?

Part B

($5 \times 5 = 25$)

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

11. (a) Explain the considerations involved in evolving a balanced capital structure of a corporation.

Or

- (b) What are the responsibilities of financial manager?

12. (a) Explain the methods available for forecasting working capital requirements.

Or

- (b) Explain the features of preference shares.

13. (a) What is the importance of cost of capital in decision making?

Or

- (b) ABC Ltd, pays no dividends anticipates a long rate level of future earnings of Rs. 7 per share. the current price of ABC Ltd's share is Rs. 55.45. Floatation cost for the sale of new equity shares would average about 10% of the price of the share.

What is the cost of new equity capital of ABC Ltd?

14. (a) Define budgetary control and state its objectives.

Or

(b) From the following particulars, prepare a production Budget of a company for the year ended June 30,2018.

Product	Sales (units) as per sales budget	Estimated 1 July 2017	Stock 30 June 2018
A	15,000	1,400	1,500
B	10,000	500	1,450
C	7,000	800	800

15. (a) Capital expenditure decisions are by far the most important decision in the field of financial management – Explain.

Or

(b) What are the basic objectives of capital budgeting?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the functions of financial management.
17. Distinguish between shares and debentures.
18. The following information has been taken from the Balance sheet of Ram & co. as on 31.12.2018

Rs.

Equity share capital	6,00,000
10% Debentures	6,00,000
15% Term Loan	18,00,000
	<u>30,00,000</u>

Determine the weighted average cost of capital of the company. It had been paying dividend at a constant rate of 20% p.a.

19. XYZ Ltd. has prepared a budget for the production of lakh units of the only commodity manufactured by them for a costing period as under:

	Rs.
Raw materials	2.52 per unit
Direct labour	0.75 per unit
Direct expenses	0.10 per unit
Works overheads (60% fixed)	2.50 per unit
Administration overheads (80% fixed)	0.40 per unit
Selling overheads (50% fixed)	0.20 per unit

The actual production during the period was only 60,000 units. Calculate the revised budgeted cost per unit.

20. Explain the various methods of evaluating capital budgeting proposals.
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F-5874

Sub. Code

7BBA6C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

Sixth Semester

Business Administration

BUSINESS LAW

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$(10 \times 2 = 20)$

Answer **all** questions.

1. Define Business Law.
2. What is contract?
3. What is meant by coercion?
4. What is breach of contract?
5. What is meant by goods?
6. Define conditions.
7. What is meant by law of agency?
8. Define the term ‘principal’.
9. Define Company.
10. What is meant by memorandum?

Part B

($5 \times 5 = 25$)

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

11. (a) Explain the importance of commercial law.

Or

- (b) Explain in detail about acceptance.

12. (a) Explain the term ‘misrepresentation’.

Or

- (b) Distinguish clearly between coercion and undue influence.

13. (a) Distinguish between sale and agreement to sell.

Or

- (b) State the doctrine of caveat emptor.

14. (a) What are the consequences for appointing the sub-agent?

Or

- (b) What are the liabilities of a principal?

15. (a) Distinction between Private and Public Company.

Or

- (b) What are the characteristics of a Company?

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. Discuss the essentials elements of a valid contract.
 17. Discuss the law relating to the effect of 'mistake' on contracts.
 18. Explain the essential elements of a contract of sale.
 19. Explain in detail about the rights of an agent.
 20. What are the steps in formation of a Company?
-

F-5876

Sub. Code

7BBAE3B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2021

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. How differences in the language act as a problem in International Marketing?
3. Give a brief note on certificate of origin.
4. Write about EXIM policy.
5. Write about documents against payment.
6. What is meant by modus operandi?
7. Give the meaning of international marketing research.
8. Briefly explain the term adaptation.
9. What is meant by indirect exporting?
10. Briefly explain indirect exporting.

Part B

($5 \times 5 = 25$)

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

11. (a) Give the advantages of international marketing.

Or

- (b) Elucidate the trends in India's foreign trade.

12. (a) Give a brief note on the principal export and auxiliary documents.

Or

- (b) Explain the various documents related to excisable goods.

13. (a) Who are the parties to a letter of a credit?

Or

- (b) Give a brief outline on various modes of payment.

14. (a) What are the issues involved in international marketing research?

Or

- (b) Bring out the importance of international marketing research.

15. (a) Explain any five INCOTERMS.

Or

- (b) What are the factors affecting international pricing policy?

Part C

($3 \times 10 = 30$)

Answer any **three** questions.

16. Explain the different modes of international marketing.
 17. Explain the procedure for exporting.
 18. Discuss the various institutional supports available to promote exports.
 19. How international marketing research helps in entering into new markets?
 20. State the dominance of MNCs in global economy.
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