

**F-6786**

**Sub. Code**

**7BBA1C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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 are the factors influencing the demand?
2. Define the concept of consumer surplus.
3. What is Indifference Curve?
4. What do you mean by returns to scale?
5. What is replacement cost?
6. What are the limitations of break-even analysis?
7. What are the important characteristics of perfect competition?
8. What is meant by kinked demand curve?
9. What are the objectives of monetary policy?
10. What are the instruments of fiscal policy?

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) Why does demand curve slope downwards from left to right?

12. (a) Explain the concept of elasticity of demand with illustration.

Or

- (b) What are the assumptions of the law of diminishing return?

13. (a) Explain the uses and importance of national income estimation.

Or

- (b) Differentiate fixed cost from variable cost.

14. (a) What are the advantages of buying in bulk for your business?

Or

- (b) Illustrate the short run equilibrium of a firm under monopolistic competition.

15. (a) How are the qualitative measures of monetary policy used to control price rise?

Or

- (b) Examine the role of commercial banks in promoting entrepreneurship in India.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the law of diminishing marginal utility.
  17. Explain the types of elasticity of demand.
  18. How does break even analysis help in business decision making?
  19. Explain the sales maximization model of Oligopoly.
  20. Explain the various methods of credit control.
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**F-6787**

**Sub. Code**

**7BBA1C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**First Semester**

**Business Administration**

**FINANCIAL ACCOUNTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define financial accounting.
2. Explain the two systems of accounting.
3. How do you show prepaid expenses in final account?
4. What do you mean by cost of goods sold?
5. What is statement of affairs?
6. What are the merits of single entry system?
7. How donations are treated in Income and Expenditure account?
8. State any two differences between Income and Expenditure account and Receipts and Payments account.
9. Define Depreciation.
10. What is provision?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the 'Imprest System of Petty Cash'.

Or

- (b) The Pass book of John and Co. showed a credit balance of Rs. 7,400. On comparison with cash book the following omissions were found out.
- (i) Cheques received from customers for Rs. 450 and for Rs. 220 were not credited by the banker.
  - (ii) A cheque for Rs. 100 received from A though debited by him in the bank column of the cash book was not paid into bank.
  - (iii) The pass book showed a credit of Rs. 75 being interest on investment collected.
  - (iv) There was a debit of Rs. 120 in the pass book in respect of cheques dishonoured.

Find the cash balance by preparing bank reconciliation statement.

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

Rs. 400 due on 5<sup>th</sup> January 2016

Rs. 200 due on 20<sup>th</sup> January 2016

Rs. 800 due on 4<sup>th</sup> February 2016

Calculate the average due date.

Or

- (b) Why distinction between capital and revenue items is important?

13. (a) Mr, Josh keeps his books by single entry system. On April 1, 2007 he started his business with a capital of Rs. 90,000 On March 31, 2018 the position of his business was as follows:

Sundry creditors 40,000; Cash in hand Rs. 2,500,  
Cash at bank Rs. 25,000, Sundry debtors Rs. 62,000,  
Stock Rs. 25,000 and Plant Rs. 50,000.

Josh drew Rs. 20,000 from the business during the year and introduced an additional capital of Rs. 20,000

You are required to prepare a Statement of affairs as on 31<sup>st</sup> March 2018, and also ascertain the profit and loss made by him during the year.

Or

- (b) Explain the defects of single entry system.
14. (a) How will you convert Receipts and payments account into Income and Expenditure Account.

Or

- (b) Prepare the “Subscription Account” from the following items for the year ending on 31<sup>st</sup> March 2018.
- (i) Subscriptions in arrear on 31<sup>st</sup> March, 2007
- (ii) Subscriptions received in advance at 31<sup>st</sup> March 2007 for 2007–08
- (iii) Total Subscriptions received during 2007–08 (Including Rs. 400 for 2006–07 Rs. 1,200 for 2008–09)
- (iv) Subscription outstanding for 2007–08

15. (a) A machine was acquired on 1<sup>st</sup> April 2004 at a cost of Rs. 15,000, the cost of installation being Rs. 1,000. It is expected that the scrap value at the end of the working life will be Rs. 2,000. Write up the machine account for the first two years under the diminishing balance method charging 10% depreciation. Assume that financial year is followed.

Or

- (b) A mine was acquired at a cost of Rs. 5,00,000 on 1<sup>st</sup> June 2006, it was expected it would yield 1,00,000 tonnes of minerals in all. The actual output

was as follows :

2006 –	5,000 tonnes
2007 –	20,000 tonnes
2008 –	16,000 tonnes

Write up the mine account for the above years using depletion method of charging depreciation.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Prepare Ledger accounts from the following transactions in the books of Imran.

2001		Rs.
June 1	Started business with cash	45,000
June 1	Paid into bank	25,000
June 2	Goods purchased for cash	15,000
June 3	Purchase of furniture and payment by cheque	5,000
June 5	Sold goods for cash	8,500

June 8	Sold goods to Arvind	4,000
June 10	Goods purchased from Amrit	7,000
June 12	Goods returned to Amrit	1,000
June 15	Goods returned by Arvind	200
June 18	Cash received from Arvind Rs 3,760 and discount allowed to him Rs. 40	

17. Rs. 15,000 lent by Shiv Raj to Jain & Co on 1<sup>st</sup> January 2006 is repayable in 5 equal annual installments commencing from 1<sup>st</sup> January 2008. Calculate the average due date and interest at 15% p.a.

18. From the following details find out the credit purchase and total purchases

	Rs.
Cash purchases	29,000
Opening balance of bills payable	7,500
Opening balance of creditors	20,000
Opening balance of bills payable	2,500
Closing balance of creditors	18,000
Cash paid to creditors	25,000
Bill payable paid during the year	10,500
Purchase returns	1,500
Allowance from creditors	800
Bills payable dishonoured	300

19. From the following particulars relating to Ramakrishna Mission Charitable Hospital, Prepare Income and expenditure account for the year ended 31<sup>st</sup> March 2008 and balance sheet as on the date.

Receipts and Payments Account for the year ended 31<sup>st</sup> March 2008.



Receipts	Rs.	Payments	Rs.
To cash in hand 1.4.2007	7,130	By Medicines	30,590
To Subscription	47,996	By Doctor's Honorarium	9,000
To Donation	14,500	By Salaries	27,500
To Interest in Investment @ 7% for full year	7,000	By petty expenses	461
To proceeds from charity show	10,450	By Equipment	15,000
		By Expenses on charity	750
		By cash on hand	<u>3,775</u>
	<u>87,076</u>		<u>87,076</u>

Additional information

	On 1.4.2007 Rs.	On 31.3.2008 Rs.
(a) Subscription due	240	280
(b) Subscriptions received in advance	64	100
(c) Stock of medicine	8810	9740
(d) Estimated value of equipment	21,200	31,600
(e) Building (cost less depreciation)	40,000	38,000
(f) Creditors for medicine	10,000	8,000

20. A firm purchased plant and machinery on 1<sup>st</sup> July 2005 for Rs. 90,000 and incurred Rs. 10,000 on its erection expenses. Depreciation is written off at the rate of 10%. The firm class its books on 31<sup>st</sup> December each year. Show the plant and machinery account upto December 2007, under straight line method and reducing balance method.

**F-6788**

**Sub. Code**

**7BBA2C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Second Semester**

**Business Administration**

**PRINCIPLES OF MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : Three Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who is a manager?
2. What are the functional areas of management?
3. What is plan?
4. Define Decision Making.
5. What is meant by line organization?
6. What do you mean by informal organization?
7. What is decentralization?
8. What is meant by authority?
9. What are the needs for Controlling?
10. Define Co-ordination.

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate Management and Administration.

Or

- (b) What are the Levels of Management?

12. (a) Explain the process of planning.

Or

- (b) Explain the importance of decision making.

13. (a) Distinguish between formal and informal organization.

Or

- (b) What are the merits and demerits of staff organization?

14. (a) Explain the Maslow's theory of motivation.

Or

- (b) Explain the methods of recruitment.

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

Or

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

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the contributions of Peter F. Drucker.

17. Explain the concept of MBO.

18. Write short notes on Groups.
  19. Explain the methods of training.
  20. Explain the techniques in controlling.
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**F-6789**

**Sub. Code**

**7BBA2C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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 Accounting.
2. What is costing?
3. What is meant by Just-in-Time inventory system?
4. What do you mean by danger level?
5. What is meant by daily time sheet?
6. What do you mean by indirect labour?
7. What is meant by selling and distribution overhead?
8. Define machine hour rate.
9. Define Cost sheet.
10. What is Unit costing?

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) What are the various steps to be taken at the time of installation of a costing system?

12. (a) Find EOQ.  
Annual Consumption 3000 units.  
Cost of material per unit Rs. 10.  
Cost of placing an order Rs.30.  
Annual carrying cost per unit Re. 1.

Or

- (b) From the following information is available in respect of a component.
- |                           |  |
|---------------------------|--|
| Maximum stock level       | 8,400 units  |
| Budgeted consumption      | Maximum 1,500 units<br>per month<br>Minimum 800 units per<br>month |
| Estimated delivery period | Maximum 4 months<br>Minimum 2 months                               |

You are required to calculate

- (i) Re-order level      (ii) Re-order quantity
13. (a) What are the items of expenses that are generally included in labour cost?

Or

- (b) Calculate wages under time wage system.
- |                             |          |
|-----------------------------|----------|
| Standard time per week      | 48 hours |
| Time taken                  | 40 hours |
| Rate per hour               | Rs. 15   |
| Dearness allowance per hour | Rs.5     |
14. (a) Explain the various bases of apportionment of overhead.

Or

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

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

15. (a) In a factory, 20,000 units of product A were manufactured in the months of August 2006. From the following figures, prepare a cost sheet showing cost per unit:

	Rs.
Opening stock of raw material	5,000
Purchases of raw material	55,000
Closing Stock of raw material	10,000
Direct wages	25,000
Factory overhead	40,000
Administration overhead	20,000

Or

(b) Explain the treatment of stocks of raw materials, work-in-progress, finished goods and sale of scrap in the preparation of a cost sheet.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Differentiate cost accounting with financial accounting.
17. From the following transactions, prepare stores ledger a/c.
- October 1 Opening balance 100 units at Rs.5 each  
October 2 Received 500 units @ Rs.6 each  
October 20 Issued 300 units  
November 5 Issued 300 units  
November 6 Received 500 units @ Rs. 5 each  
December 10 Issued 300 units  
December 12 Issued 250 units

18. From the information given calculate the earnings of each employee, under any two of the following methods of wage payments:

(a) Halsey Premium Bonus Scheme

(b) Rowan Premium Bonus Scheme

Employee	A	B	C
Time allowed - hours per 100 units	35	40	44
Wages per unit	Rs. 2	3	4
Hourly Rate	Rs. 7	8	10
Actual time taken in hours	50	48	46
Actual units produced	200	150	125

19. Describe the classifications of Overheads.

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

	1.8.2009	31.8.2009
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		7300



**F-6790**

**Sub. Code**

**7BBA3C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**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. State the need for studying OB.
3. What is meant by 'trait'?
4. State the importance of perception.
5. What is meant by communication?
6. Define the term 'Leadership'.
7. What is Negotiation?
8. What are the reasons for job stress?
9. What is change management?
10. What are the benefits of OD?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the features of Organisational Behaviour?

Or

- (b) Discuss about Group Behaviour.

12. (a) Briefly discuss about the merits of Individual Decision Making.

Or

- (b) Describe Trait theory of personality.

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

Or

- (b) Describe about Autocratic Leadership.

14. (a) What are the causes for role conflict?

Or

- (b) Write about the Organisational strategies in managing stress.

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

Or

- (b) What are the basic OD assumptions?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope of Organisational Behaviour.

17. Explain the techniques of Group Decision making.

18. State the differences between the formal communication and Informal communication.
  19. What are the different types of conflict? Explain.
  20. Explain about the steps to overcome the resistance to change and managing the change.
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**F-6791**

**Sub. Code**

**7BBA3C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Third Semester**

**BUSINESS ADMINISTRATION**

**BUSINESS STATISTICS**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Describe the importance of statistics in business.
2. What are the general rules for constructing diagram and graphs?
3. What are the limitations of averages?
4. What are the requisites of a good average?
5. State the different methods of measuring dispersion.
6. Define range.
7. State the properties of correlation co-efficient.
8. What are the different methods of finding correlation?
9. What are the uses of index number?
10. State the merits of semi average method of measuring trend.

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate diagram from graph.

Or

- (b) What are the functions and limitations of statistics?

12. (a) Find the value of mode from the data given below.

Weight (Kg)	93-97	98-102	103-107	108-112	113-117
No.of students	2	5	12	17	14
Weight (Kg)	118-122	123-127	128-132		
No.of students	6	3	1		

Or

- (b) Calculate the median from the following data.

Central Size	15	25	35	45	55	65	75	85
Frequency	5	9	13	21	20	15	8	3

13. (a) Calculate the mean deviation from the following data.

Class interval	0-10	10-20	20-30	30-40	40-50
Frequency	5	8	15	16	6

Or

- (b) Calculate the standard deviation from the following data

X	5	15	25	35	45	55
F	1	2	4	6	1	1

14. (a) Calculate Karl Pearson's coefficient of correlation from the following series of marks secured by 10 students in a test in mathematics and statistics:

Mathematics	55	70	65	30	90	40	50	75	85	50
Statistics	35	90	70	40	95	40	60	80	80	50

Or

- (b) From the following data calculate the rank correlation coefficient.

X	48	33	40	9	16	65	24	16	57
Y	13	13	24	6	15	20	9	9	19

15. (a) Fit a straight line trend to the following data:

Year	2001	2002	2003	2004	2005
Exports (Rs. crores)	121	134	152	128	175

Or

- (b) Calculate cost of living index number:

Item	Food	Fuel	Dress	House Rent	Miscellaneous
Weight	40	15	10	25	10
Index number	720	255	475	325	280

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Draw a pie diagram for the following data:

Items	Food	Clothing	Recreation	Education	Rent	Miscellaneous
Expenditure(in Rs.)	900	260	90	250	200	300

17. The income of 8 persons is given below. Calculate A.M, G.M. and H.M. and confirm whether the relationship holds true.

Person	1	2	3	4	5	6	7	8
Income	70	10	500	75	8	250	8	42

18. Compute Arithmetic mean, standard deviation and co-efficient of variation from the following data:

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	5	8	12	15	20	14	12	6

19. Calculate the two regression equations of X on Y and Y on X from the following data:

Price(Rs)	10	12	13	14	16	15
Amount demanded	40	38	43	45	37	43

20. Fit a straight line trend by the method of least square to the following data:

Year	1995	1996	1997	1998	1999	2000	2001	2002
Earnings(Rs.lakhs)	38	40	65	70	69	60	83	95

**F-6792**

**Sub. Code**

**7BBA3C3**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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 a computer?
2. What is application software? Give an example of it.
3. What is the use of save and save as option in word?
4. How will you open an existing document for editing?
5. What is a slide? How a new slide be inserted in power point presentation?
6. What is meant by transition effect?
7. What is a worksheet?
8. For what purpose excel is used?
9. Write notes on TELNET.
10. Define intranet.



**Part B**

(5 × 5 = 25)

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

11. (a) Compare and contrast compiler and interpreter.

Or

- (b) What are the various types of programming?

12. (a) Write about cell alignment with suitable examples.

Or

- (b) Briefly explain the options available under main menu.

13. (a) How tables be inserted in a slide?

Or

- (b) What are the ways to run a power point presentation?

14. (a) Give the steps to edit the cell entry already made with an example.

Or

- (b) Write about borders and shading options in excel.

15. (a) What is meant by WWW? How it works?

Or

- (b) What are the differences between intranet and internet?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Write about low level languages with its merits and demerits.
  17. Explain about the concept of mail merge in word. What is its usage?
  18. Create a power point presentation showing the distinguishing features of your college.
  19. Explain with an example the steps to draw a chart in excel.
  20. Briefly explain the meaning and working of e-mail.
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**F-6793**

**Sub. Code**

**7BBA4C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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 are the objectives of operations management?
2. What are the objectives of plant layout?
3. What is method study?
4. Define Time Study.
5. State the need for production planning.
6. What are the material handling equipments?
7. What is Quality control?
8. What are the sampling techniques?
9. What is meant by materials management?
10. What is ABC Analysis?

**Part B**

(5 × 5 = 25)

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

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

Or

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

12. (a) Explain the advantages of work study.

Or

- (b) Write short notes on Motion Study.

13. (a) State the functions of material handling.

Or

- (b) Discuss about production planning, routing and scheduling.

14. (a) Briefly discuss the need for quality control.

Or

- (b) Briefly discuss the steps in quality control.

15. (a) Explain the material Issue procedure.

Or

- (b) What is the purpose of Inventory?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about factors influencing plant location.
  17. Explain the steps involved in method study.
  18. Explain the approaches and objectives of scheduling.
  19. Explain the types of sampling plans.
  20. Write detailed note on materials management.
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**F-6794**

**Sub. Code**

**7BBA4C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**Fourth Semester**

**Business Administration**

**MARKETING MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is marketing management?
2. What do you mean by socio cultural environment?
3. What is a market?
4. What is buyer behaviour?
5. What is a product?
6. What is meant by product life cycle?
7. What is meant by skimming the cream price?
8. Who is a price leader?
9. What is promotional mix?
10. What do you mean by sales forecasts?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the objectives of marketing?

Or

- (b) Is marketing an art or a science? Discuss.

12. (a) What are the determinants of consumer buying behaviour?

Or

- (b) What are the various bases for market segmentation?

13. (a) What are the normal functions involved in product planning?

Or

- (b) Explain the advantages of brand name.

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

Or

- (b) Explain the wheel of retailing hypothesis.

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

Or

- (b) Explain the factors that influence sales forecast.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of modern marketing.
  17. Explain the concept of marketing mix and describe the various factors that determine it.
  18. Explain packaging. Explain its role in marketing.
  19. Define retailers. Explain their functions and types.
  20. Explain the procedure in effective selling.
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**F-6795**

**Sub. Code**

**7BBA4C3**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Fourth Semester**

**Business Administration**

**COMPUTER APPLICATIONS IN BUSINESS – II**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How do you start Tally?
2. What is group?
3. How do you modify the stock item?
4. How to delete stock category in Tally?
5. Define Day book.
6. What is the use of purchase order voucher?
7. Write a short note on outstanding receivable.
8. Define Inventory.
9. How do you delete the company?
10. What is ODBC?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe about the predefined groups.

Or

- (b) Explain about the opening screen of Tally.

12. (a) Explain about the various types of budget.

Or

- (b) What are the various types of voucher available in Tally?

13. (a) How do you view the profit and Loss account?

Or

- (b) Explain about the Debit note voucher.

14. (a) Explain about the Trial balance.

Or

- (b) How do you view the Inventory reports?

15. (a) How do you create a group company?

Or

- (b) What is the purpose of security?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain the role of computer in Accounting.

17. Write down the steps to create the stock.

18. Explain about Journal voucher.

19. Explain in brief the items included in inventory reports.
  20. How bank accounts are reconciled in Tally?
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**F-6796**

**Sub. Code**

**7BBA4C4**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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 an ordered pair?
2. Define – Slope of the line.
3. Define – equal sets with example.
4. What is Venn diagram?
5. Define a product rule of differentiation.
6. Explain a chain rule.
7. Define – Points of Inflexion.
8. What do you mean by extreme values?
9. Define – Matrix.
10. What is non-Singular Matrix?

**Part B**

(5 × 5 = 25)

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

11. (a) A line passes through  $(-3,10)$  and sum of its intercepts on axis is 8. Find the equation.

Or

- (b) Find the equation of the line joining the points  $(2,2)$  and  $(3,3)$ .

12. (a) If  $A = \{1,2,3,4,5\}$ ,  $B = \{3,4,5,6,7\}$  and  $C = \{1,4,5,6\}$  then find

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

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

Or

- (b) State and prove De-Morgan's Law.

13. (a) Find

(i)  $\frac{d}{dx}(e^{ax})$ , where  $a$  is any constant

(ii)  $\frac{d}{dx}(5 - 2x)^4$

Or

- (b) Differentiate with respect to  $x$

$(3x^2 + 5)(2x^3 + x + 7)$

14. (a) If  $y = \log x$ , find  $\frac{d^2y}{dx^2}$ .

Or

(b) Find the maximum value of the function  $x^4 + 2x^3 - 3x^2 - 4x + 4$ .

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 transpose of  $A$  if  $A' = \begin{pmatrix} 2 & 3 & 9 \\ -1 & 6 & 0 \end{pmatrix}$

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Find the value of 'a' for which the lines  $2x + y - 1 = 0$ ,  $ax + 3y - 3 = 0$  and  $3x + 2y - 2 = 0$  are concurrent.

17. If A, B, C are any three sets then prove that

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

(b)  $(A \cup B)' = A' \cap B'$  Using Venn diagram.

18. Find the marginal revenue (MR) at price 6 units when the demand function is given by  $x = p^{0.2}e^{-0.3p}$ . Prove that MR is 0 when  $p = 0$  (or)  $p = 4$ .

19. Show that  $x^3 - 3x^2 + 3x + 7$  has neither a maximum nor a minimum value.

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

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**F-6797**

**Sub. Code**

**7BBA5C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Fifth Semester**

**Business Administration**

**RESEARCH METHODOLOGY**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is a research?
2. What is descriptive research ?
3. Define the term research design.
4. What is null hypothesis?
5. What is cluster sampling?
6. What is meant by a questionnaire?
7. What is data processing?
8. What is scaling?
9. What is research gap?
10. What is oral report?



**Part B**

(5 × 5 = 25)

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

11. (a) What are the characteristics of a good research?

Or

- (b) Write down the objectives of a research.

12. (a) Explain the relationship between a research problem formulation and research design.

Or

- (b) Explain the role of hypothesis in social science research.

13. (a) Distinguish between experiment and survey methods of data collection.

Or

- (b) What are the uses of pretesting a questionnaire?

14. (a) Write a short note on Guttman scale.

Or

- (b) Explain the various methods of coding data.

15. (a) What are the essentials of a good report?

Or

- (b) What is the need for review of literature?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the various problems that are encountered by the researchers in India?

17. What are the basic steps in the selection and formulation of a research problem?
  18. Enumerate the sources various of data available for a research.
  19. Explain the various types of charts.
  20. Describe the types of mistakes that frequently occur in interpretation of data. How can they be avoided?
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**F-6798**

**Sub. Code**

**7BBA5C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**Fifth Semester**

**Business Administration**

**MANAGEMENT ACCOUNTING**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Cost Accounting.
2. What is financial statement analysis?
3. What is meant by solvency ratio?
4. What do you mean by debt-equity ratio?
5. What is meant by fund flow statement?
6. What do you mean by working capital?
7. What is Marginal Costing?
8. What is meant by shut down decision?
9. What is meant by idle time?
10. What is variance analysis?

**Part B**

(5 × 5 = 25)

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

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

Or

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

12. (a) From the following information, calculate the average collection period:

	Rs.
Total Gross Sales	1,00,000
Cash Sales (included in above)	20,000
Sales Returns	7,000
Total Debtors for Sales as on 31.12.2019	9,000
Bill Receivable on 31.12.2019	2,000
Provision for doubtful debts on 31.12.2019	1,000
Total Creditors on 31.12.2019	10,000

Or

- (b) From the following balance sheet of a company you are required to calculate: Current Ratio and Solvency Ratio.

Balance Sheet as on 31<sup>st</sup> December

Share Capital	10,00,000	Fixed Assets	12,00,000
Fixed Liabilities	5,00,000	Current Assets	8,00,000
Current Liabilities	5,00,000		
	<hr/>		<hr/>
	20,00,000		20,00,000

13. (a) Distinguish between fund flow statement and cash flow statement.

Or

- (b) You are given the following Balance Sheets of a Company:

	31.12.2018	31.12.2019		31.12.2018	31.12.2019
Share Capital	3,00,000	4,00,000	Plant & Machinery	50,000	60,000
Sundry Creditors	1,00,000	70,000	Furniture & Fixtures	10,000	15,000
Profit & Loss A/c.	15,000	30,000	Stocks	85,000	1,05,000
			Debtors	1,60,000	1,50,000
			Cash	1,10,000	1,70,000
	<u>4,15,000</u>	<u>5,00,000</u>		<u>4,15,000</u>	<u>5,00,000</u>

Prepare a statement showing the changes in working capital.

14. (a) Given fixed cost Rs.8,000; Profit earned Rs.2,000; and Break-even sales Rs.40,000, find the actual sales.

Or

- (b) The sales turnover and profit during the two periods were as follows.

Period No.	Sales (Rs.)	Profit (Rs.)
I	Rs. 10,00,000	Rs. 1,00,000
II	Rs. 20,00,000	Rs. 2,00,000

Calculate: P/V Ratio and the sales required to earn a profit of Rs.3,00,000.

15. (a) What are the types of variances?

Or

(b) From the following data, calculate the material cost variance and material price Variance and state whether it is favourable or unfavourable:

Standard : 10 kg at Rs. 5 per kg.

Actual : 12 kg at Rs. 6 per kg.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the nature and scope of management accounting.

17. Given:

Receivables Turnover = 4

Payables Turnover = 6

Inventory Turnover = 8

Capital Turnover Ratio = 2 Times

Fixed Assets Turnover Ratio = 8 Times

Gross Profit Ratio = 25%

Gross profit during the year amounted to Rs. 80,000. There is no long-term loan or overdraft Reserves and surplus amount to Rs.28,000. Ending inventory of the year is Rs.2,000 above the beginning inventory. Notes receivable amount to Rs.5,000 and notes payable are Rs.2,000.

Prepare a Balance Sheet on the basis of the information given above.

18. From the Balance sheets of A Ltd., make out :

(a) A statement of changes in the working capital

(b) A fund flow statement.

	2018	2019		2018	2019
	Rs.	Rs.		Rs.	Rs.
Share Capital	3,00,000	4,00,000	Cash	30,000	90,000
Reserve	1,00,000	50,000	Accounts Receivable	1,05,000	1,50,000
Retained Earnings	30,000	60,000	Inventories	1,50,000	1,95,000
Accounts Payable	45,000	1,35,000	Fixed Assets	1,90,000	2,10,000
	<u>4,75,000</u>	<u>6,45,000</u>		<u>4,75,000</u>	<u>6,45,000</u>

Following is the additional information available:

(i) The company issued bonus shares for Rs.50,000 and for cash Rs.50,000.

(ii) Depreciation written off during the year Rs. 15,000.

19. Explain the application of Marginal Costing.

20. The budgeted sales for one month and the actual results achieved are as under

Product	Budgeted quantity (Units)	Price Rs.	Budgeted quantity (Units)	Price Rs.
A	1,000	20	1,300	21
B	2,000	15	2,300	14
	3,000		3,600	

Calculate in respect of each product, the sales variances.

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**F-6799**

**Sub. Code**

**7BBA5C3**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**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 HRM.
2. State the difference between HRM and Personnel Management.
3. Define Recruitment.
4. State the purpose of Interview.
5. State the importance of executive development.
6. What is On-the-Job-Training?
7. Define Transfer.
8. What is Performance appraisal?
9. State the importance of Industrial Relations.
10. What is Collective bargaining?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the objectives of HRM.

Or

- (b) Explain the role of Personnel function in Organizations.

12. (a) Explain the process of recruitment.

Or

- (b) What are the components of job description.

13. (a) What are the benefits of Training?

Or

- (b) Briefly explain the executive development process.

14. (a) Briefly explain the performance appraisal process.

Or

- (b) What are the methods of wage payment?

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

Or

- (b) State the importance of Industrial Relations in Organization.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the future of HRM.  
17. Explain the various methods of job analysis.  
18. Explain the various methods of training.

19. Briefly explain the modern methods of performance appraisal
  20. Bring out the parties and their roles in Industrial Relations.
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**F-6800**

**Sub. Code**

**7BBAE1A**

**B.B.A DEGREE EXAMINATION, APRIL 2022**

**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. Define Tourism.
2. What are the forms of Tourism?
3. What do you mean by Average Duration of Stay?
4. Describe the term domestic tourism.
5. Expand BTA, STBP, NTA, PATA.
6. What is Manila declaration?
7. Describe the term IATA.
8. Give any four types of travel agents.
9. Define Hotel.
10. What do you mean by Resort?

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) Explain the statistical measurement of Tourism.

12. (a) What are the major countries promoting tourism?

Or

- (b) Define the term Spenders and Earners in Tourism.

13. (a) What are the role of National Tourist office board?

Or

- (b) Explain the role of ITDC.

14. (a) Explain the importance of airline industry in tourism.

Or

- (b) What are the process of computerised reservation system?

15. (a) Explain the types of Hotel Industries.

Or

- (b) Which are the incentive schemes arranged by government to develop tourism?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the network of Travel Industry.
  17. How is the international tourism compared with domestic tourism in terms of size and expenditure?
  18. What are the major activities of NTA?
  19. Role of IATA in Tourism – briefly explain.
  20. What are the major hotel industries which promote tourism in India?
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**F-6801**

**Sub. Code**

**7BBAE1B**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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. What do you mean by Marketing Research?
2. Write any three uses of Marketing Research.
3. What is meant by Exploratory research?
4. What do you mean by conclusive research?
5. What do you mean by primary data?
6. What do you mean by questionnaire?
7. What is meant by sampling?
8. What do you mean by Report writing?
9. Write a note on consumer research.
10. What is meant by product research?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the Nature of marketing research.

Or

- (b) What are the applications of marketing research?

12. (a) Explain the descriptive research in detail.

Or

- (b) Write down the procedure of marketing research.

13. (a) What are demerits of primary data?

Or

- (b) Explain the steps in drafting questionnaire.

14. (a) Explain the various types of probability sampling.

Or

- (b) What are the merits of sampling?

15. (a) Explain the techniques used in motivational research.

Or

- (b) Explain Test marketing in detail.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Role of marketing Research agencies.

17. Explain the Experimental research in detail.



18. Differentiate between Questionnaire and Interview.
  19. What are the limitations of sampling?
  20. Explain the methods of advertising research.
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**F-6802**

**Sub. Code**

**7BBAE2A**

**B.B.A. DEGREE EXAMINATION, APRIL 2022**

**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. Explain the natures of services.
3. Define Service design.
4. What is blue printing?
5. What do you mean by service marketing mix?
6. What is meant by service delivery system?
7. Define service promotion.
8. What do you mean by personal selling?
9. What is meant by service location?
10. Write the roles of service personnel.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the difference between goods and services.

Or

- (b) What are the characteristics of services?

12. (a) Draw a service blue print for tourism.

Or

- (b) Explain the service benchmarking in detail.

13. (a) What are the core concepts of service?

Or

- (b) Explain in detail about service offer.

14. (a) Explain the objectives of sales promotion.

Or

- (b) What are the advantages of social media advertising?

15. (a) Explain the strategies for creating customer-oriented service delivery

Or

- (b) What are the functions of intermediaries in delivery of services?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the evolution of service sector in detail.
  17. Explain the factors to be considered in designing service process.
  18. Explain the stages of new service development with examples.
  19. Explain the types of pricing in services.
  20. Explain the factors to be considered in choosing a service location.
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**F-6803**

**Sub. Code**

**7BBAE2B**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Fifth Semester**

**Business Administration**

**Elective: INSURANCE MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : Three Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **ALL** questions.

1. Define the term Hazard.
2. What do you understand by principle of 'Causa Proxima'?
3. Define life insurance.
4. What is meant by Standard Risk?
5. Write a note on PPI Policy.
6. Define Marine Perils.
7. "No Claim without flame" – Comment.
8. Write a short note on Sprinkler leakage policy.
9. What do you mean by Burglary Insurance?
10. Write a short note on Videsh yatra mitra.

**Part B**

(5 × 5 = 25)

Answer **ALL** questions, choosing either (a) or (b):

11. (a) What is insurance? Explain its features.  
Or  
(b) What are the advantages of Insurance?
12. (a) Explain the Principles of investment of life fund.  
Or  
(b) Distinguish between an endowment policy and whole life policy.
13. (a) Discuss the procedure of settlement of Marine Claims.  
Or  
(b) Explain the Various factors to be considered for determining the rating of vessels and cargo.
14. (a) Explain the scope of fire Insurance.  
Or  
(b) Discuss the physical and moral hazards in fire Insurance.
15. (a) Write a detailed notes on Personal Accident Insurance.  
Or  
(b) Explain the conditions of Motor Insurance Policy.

**Part C**

(3 × 10 = 30)

Answer any **THREE** questions.

16. Explain the Role of an insurance company manager.
17. What are the procedure to be followed for Settlement of Claims in life insurance?

18. Explain the various clauses in Marine policy.
  19. Discuss the Various kinds of fire policies.
  20. Briefly explain the importance of Rural Insurance Schemes.
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**F-6804**

**Sub. Code**

**7BBA6C1**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Sixth Semester**

**Business Administration**

**INVESTMENT MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term investment.
2. What do you mean by sweat equity?
3. What is meant by listing of securities?
4. What is a stock exchange?
5. What is market risk?
6. What is fundamental analysis?
7. What do you mean by portfolio?
8. What is systematic risk?
9. What is meant by portfolio revision?
10. What is constant rupee value plan?



**Part B**

(5 × 5 = 25)

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

11. (a) Define the term speculation and explain why individuals speculate.

Or

- (b) State the features of bonus shares.

12. (a) What are the main functions of a stock exchange?

Or

- (b) What are the benefits of listing?

13. (a) Explain the importance of risk return relationship.

Or

- (b) What are all the tools of technical analysis?

14. (a) Explain the key elements of portfolio management.

Or

- (b) Discuss the significance of beta in the portfolio.

15. (a) What is the need for portfolio evaluation?

Or

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

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the merits and demerits of debentures.
17. Discuss about automation of stock exchanges in India.

18. How does efficient market hypothesis differ from the technical analysis?
  19. How does Markowitz theory help in planning an investor's portfolio?
  20. Explain the significance of Sharp's performance measure and its limitations.
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**F-6805**

**Sub. Code**

**7BBA6C2**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Sixth Semester**

**Business Administration**

**FINANCIAL MANAGEMENT**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the basic financial decisions?
2. Define Capital structure.
3. What are the various sources of long term finance?
4. Define working capital.
5. Define the term cost of capital.
6. What is the cost of retained earnings?
7. Define budgetary control.
8. What is master budget?
9. What is IRR?
10. What is Capital rationing.

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

11. (a) Explain the responsibilities of a financial manager.

Or

- (b) What are the features of an appropriate capital structure?

12. (a) Explain the features of a debenture.

Or

- (b) What are the techniques available for forecasting the working capital requirement?

13. (a) Explain the significance of cost of capital.

Or

- (b) A company expects a dividend of Rs.1.00 per share next year and is expected to grow at 6% per year perpetually. Determine the cost of equity capital, assuming the market price per share is Rs.25.

14. (a) How and why cash budgets are prepared?

Or

- (b) From the following particulars, prepare a Production Budget of a company for the year ended June 30, 2015.

Product	Estimated sales	Estimated stock (units)	
	(Units)	On 1 <sup>st</sup> July 2014	On 30 <sup>th</sup> June 2015
A	1,50,000	14,000	15,000
B	1,00,000	5,000	14,500
C	70,000	8,000	8,000

15. (a) Explain the process of capital budgeting.

Or

- (b) Explain clearly the pay-back method of evaluating the capital requirement.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors that influence the planning of the capital structure in practice.
17. From the following particulars prepare a statement showing working capital needed to finance a level of activity of 12,000 units of output per annum.

Analysis of selling price per unit:

	Rs.
Raw materials	5
Labour	3
Overhead	2
Total cost	<u>10</u>
Profit	2
Selling price	<u>12</u>

Additional information:

- (a) Raw materials are to remain in store on an average – one month.
- (b) Materials are in process, on an average – 2 months.
- (c) Finished goods are in stock on an average – 3 months.
- (d) Credit allowed to Debtors is 4 months
- (e) Credit allowed by suppliers is 2 months.

It may be assumed that production and overheads accrue evenly throughout the year.

18. A firm has the following capital structure and after tax costs for the different sources of funds used:

Sources of funds	Amount	Proportion	After-tax cost
	Rs.	%	%
Debt	15,00,000	25	5
Preference shares	12,00,000	20	10
Equity shares	18,00,000	30	12
Retained earnings	15,00,000	25	11
Total	<u>60,00,000</u>	<u>100</u>	

You are required to compute the weighted average cost of capital.

19. With the following data for a 60 per cent activity, prepare a budget for production at 80% and 100% activity.

Production at 60% activity –	600 units
Materials	Rs.100 per unit
Labour	Rs.40 per unit
Expenses	Rs.10 per unit
Factory expenses	Rs.40,000 (40% fixed)
Administration expenses	Rs.30,000 (60% fixed)

20. Explain the factors affecting capital investment proposals.

**F-6806**

**Sub. Code**

**7BBA6C3**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**Sixth Semester**

**Business Administration**

**BUSINESS LAW**

**(CBCS – 2017 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who is an alien enemy'?
2. Define consideration.
3. What is 'Duress'?
4. What is Novation?
5. What are exiting goods?
6. Who is an unpaid seller?
7. Who is a sub agent?
8. What is meant by ostensible authority?
9. Who is an underwriter?
10. Define a private company.

**Part B**

(5 × 5 = 25)

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

11. (a) What is consensus ad-idem?

Or

- (b) Explain the essentials of a valid acceptance.

12. (a) When does the contract of guarantee becomes invalid?

Or

- (b) What are the effects of mistake on the validity of contract?

13. (a) When can a non owner make a valid sale?

Or

- (b) What are the different modes of delivery?

14. (a) State the requisites of a valid ratification of agents.

Or

- (b) What are the rights and duties of principal?

15. (a) What are the functions of a promoter?

Or

- (b) When does a company legally come in to existence?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the different condition under an offer lapses.
17. Discuss the effect of supervening impossibility on the performance of contract.



18. Explain the implied warranties under sale of goods.
  19. State the modes of termination of agency.
  20. Define share. What are the different kinds of shares which a company may issue?
-

**F-6807**

**Sub. Code**

**7BBAE3A**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**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 hyper market?
2. What is non-traditional retailing?
3. What do you mean by retail organization?
4. What is meant by retail units?
5. What is layout?
6. What is meant by visual merchandising?
7. What is meant by database management?
8. What do you mean by data warehousing?
9. What is retail market?
10. What do you mean strategic planning?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the classifications of retailing.

Or

- (b) Explain the term 'retail as a career'.

12. (a) What are the differences between departmental stores and super markets?

Or

- (b) Explain the merits of warehouse clubs.

13. (a) Write short notes on reducing inventories loss.

Or

- (b) Explain the process in controlling of costs.

14. (a) Who are the drivers of retail change in India?

Or

- (b) What are the uses of internet to improve retail business?

15. (a) Write the concepts of U.S. retailers and foreign markets.

Or

- (b) Explain the strategic planning process for global retailing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about the functions of retailing.
  17. Explain the classifications of retail units.
  18. Explain the factors affecting the location of retail.
  19. What are the challenges to retail developments in India?
  20. Explain the challenges and threats in global retailing.
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**F-6808**

**Sub. Code**

**7BBAE3B**

**B.B.A. DEGREE EXAMINATION, APRIL 2022.**

**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. What is meant by joint venture?
2. Give the similarities between domestic marketing and international marketing.
3. What are regulatory documents? Give any two examples.
4. List out any four principal export documents.
5. What is a restricted letter of credit?
6. Write about irrevocable and revocable letter of credit.
7. Give the meaning of international marketing research.
8. What is meant by product adaptation?
9. Define MNCs.
10. Write a note on differential export pricing.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the scope of international marketing.

Or

- (b) Write in detail the problems of international marketing.

12. (a) What is an IEC number? Why is it important for a global trader?

Or

- (b) What are the documents related to goods?

13. (a) Write a note on modus operandi.

Or

- (b) What are the parties to a bill of exchange?

14. (a) Write a note on product packaging and presentation for export markets.

Or

- (b) Enumerate the various factors to be considered while designing a product for the international market.

15. (a) Bring out the disadvantages of MNCs from the point of view of host developing Countries.

Or

- (b) What type of information is needed by an export executive for pricing purposes?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Bring out the differences between domestic market and international market.
  17. Elaborate the procedure for exporting.
  18. Give a brief note on various institutions that support and promote exports.
  19. Discuss in detail the issues related to international market research.
  20. What are the strengths of MNCs in international marketing? To what extent have the MNCs contributed to the effort of India?
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