

F-7931

Sub. Code

7BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Managerial Economics.
2. State the law of demand.
3. Define the law of diminishing returns.
4. What is cross elasticity of demand?
5. Define national income.
6. What is break – even point?
7. Write down the characteristics of oligopoly.
8. Define sales maximization.
9. What are the functions of money?
10. What is an expansionary fiscal policy?

Part B

(5 × 5 = 25)

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

11. (a) Explain the major objectives of modern business firm.

Or

- (b) Explain the law of supply.

12. (a) Write down the practical importance of price elasticity of demand to the Business man.

Or

- (b) What are the important properties of indifference curves?

13. (a) What are the methods of measuring National Income?

Or

- (b) Describe the concept of opportunity cost.

14. (a) Distinguish between gross profit and net profit.

Or

- (b) How the price is determined under perfect competition?

15. (a) Write a short note on RBI's role in business facilitation.

Or

- (b) What is bank rate policy? How does it work as a method of credit control?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept of consumer surplus with the help of a diagram.
 17. Explain the law of increasing returns to scale.
 18. What do you mean by Break even analysis? Explain the uses and limitations of Break even analysis.
 19. How equilibrium price and output are determined under monopolistic competition in the short run?
 20. Discuss the effectiveness of monetary policy during the economic boom.
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F-7932

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7BBA1C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What are the rules of double entry system?
2. Define the term equity.
3. What do you mean by adjusting entries? Name any four adjusting entries.
4. What is deferred revenue expenditure?
5. Explain single entry system.
6. Explain the steps to be taken to convert the single entry system to double entry.
7. Explain the accounting treatment of entrance fees and receipts for a specific fund.
8. What is Honorarium?
9. How sinking fund method is different from annuity method?
10. What is written- down value method of depreciation?

Part B

(5 × 5 = 25)

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

11. (a) Pass necessary entries to make the following adjustments at 31st Dec 2017.
- (i) Depreciation at 5% on office furniture valued at Rs.8,000 at 10% on plant and machinery of Rs.80,000 at 5% on factory building of Rs.2,00,000
 - (ii) The insurance premium has been paid for the year ending on 31st March Rs.2,400
 - (iii) The telephone rent for one year was paid on last 30th April Rs. 300
 - (iv) Interest on capital at 6% p.a is to be allowed capital in the beginning was Rs.3,00,000
 - (v) The following outstanding liabilities for expenses are to be provided for viz wages Rs.300 salaries Rs.305, trade expenses Rs. 215.

Or

- (b) What do you understand by 'subsidiary book's? Describe the objects of preparing such books.
12. (a) On January 1, 2008 the provision for bad debts stood at Rs. 800. The bad debts during the year came to Rs. 500. On 31st December 2008 sundry debtors were Rs.30,000. Make a provision of 5% on debtors for bad debts. Write the journal entries and its effect on profit and loss account and balance sheet.

Or

- (b) What do you mean by an account current? Explain the different methods of calculating interests in account current.

13. (a) Distinguish between statement of affairs and balance sheet.

Or

- (b) Suresh started his business with Rs. 25,000 as capital on January 1 2008 During the year he introduced Rs. 4,000 as additional capital and withdrew at the rate of Rs.600 per month. On Dec 31, 2008 his position was as follows.

	Rs.
Bank balance	2,000
Stock	20,000
Debtors	12,000
Furniture	500
Cash in hand	500
Sundry creditors	6,000
Outstanding expenses	400

He keeps his book under the single entry method. Determine his profit or loss for the period.

14. (a) State with reasons whether the following items relating to a sugar mill company are capital or revenue.
- (i) Legal expenses incurred in raising a debenture loan.
 - (ii) Labour welfare expenses
 - (iii) Profit realized on the sale of investment
 - (iv) Subsidy received from state government
 - (v) Amount spent on the construction of railway sliding.

Or

- (b) Distinguish between
- (i) Capital receipt and revenue receipt
 - (ii) Capital payment and revenue payment.
15. (a) On 1st January 2007, a lease was acquired for 5 years at a cost of Rs. 40,000. Write up the lease account assuming that depreciation is charged under fixed instalment method.

Or

- (b) X purchases a 5 years, lease for Rs. 10,000 and arranges for its renewal by means of insurance policy the annual premium being Rs. 1,850. The value of the policy increases each year by 4%. Show the necessary accounts for 5 years, presuming that the renewal of the lease costs Rs.9,500

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. The following Trial Balance has been prepared wrongly. You are asked to prepare the Trial Balance correctly.

Particulars	Debit balance	Credit balance
Cash in hand	-	2,000
Purchase Retunes	4,000	-
Wages	8,000	-
Establishment charges	12,000	-
Sales returns	-	8,000
Capital	22,000	-
Carriage outward	-	2,000
Discount received	1,200	-

Particulars	Debit balance	Credit balance
Commission earned	800	-
Machinery	-	20,000
Stock	-	10,000
Debtors	8,000	-
Creditors	-	12,000
Sales	-	44,000
Purchases	28,000	-
Bank overdraft	14,000	-
Manufacturing expenses	-	14,000
Loan from Ashok	14,000	-
Carriage inward	1,000	-
Interest on investments	-	1,000
	<u>1,13,000</u>	<u>1,13,000</u>

17. On Jan 1, 2008, Arul Ram & Co. opened a current account at New bank ltd. by depositing Rs. 10,000 Their further deposits were:

15th Jan Rs. 3000, 20th March Rs.12,000 25th May Rs. 5,000, 15th June Rs.2,000 their withdrawals were

20th Jan Rs.15,000, 10th April Rs.8,000

25th May Rs.3,000, 25th June Rs.10,000

Calculate the bank interest charging 10% p.a on the customer's debit balances allowing 2% on credit balances and close the account for the half year ending 30th June 2008.

18. Raman commenced business as a cloth merchant on 1.1.'18 with a capital of Rs.10,000 on same day he purchased furniture and fitting for cash Rs.3,000 from the following particulars obtained from his book kept under single entry. You are asked to prepare a trading and profit and loss account for the year ending 31.12. '18 and a balance sheet as

On the date :	Rs.
Sales (inclusive of cash Rs. 7,000)	17,000
Purchases (inclusive of cash Rs. 4,000)	15,000
Raman's drawings	1,200
Salaries	2,000
Bad debts written off	500
Business Expenses	700

Raman took cloth worth Rs.500 from the shop for private use and paid Rs.200 to his son but omitted to record these transactions in his books. On 31.12.18 his Sundry Debtors were Rs. 5,200 and Sundry Creditors Rs. 3,600. Stock in hand on 31.12.18 was Rs.6,500.

19. From the following Trial balance and additional information given, prepare Income and Expenditure account of Delhi club for the year ending on 31st December 2008 and balance sheet as on that date

Depreciate furniture by 10%, Billiards table and accessories by 20%, China glass cutlery etc by $33\frac{1}{3}\%$ of the subscriptions Rs. 400 is paid in advance and Rs. 250 is in arrears. Rs. 300 is owing for Salaries to Staff

Debit Balance	Rs.
Furniture	2,500
Billiards tables and Accessories (bought in 2006)	1,250
China glass cutlery etc	333
Repairs	734
Salaries and wages	2,262
Rent and telephone	3,194
Fuel and light	1,168
Cost of entertainment	2,190
Sundry expenses	1,600
Cost of Annual dinner	760
Sundry debtors	1,170
Cash at Bank	4,800
Cash in hand	174
Credit balance	
Members subscription	10,560
Sundry Receipts from Billiards	1,743
Sale of tickets for entertainment	3,234
Sundry creditors	2,600
Entrance fees	448
Income and Expenditure account balance	4,000

20. Hitesh maintains his fixed asset at cost provision for depreciation account is kept separately for each asset. On 31st December 2006, position was as under :

	Cost Rs.	Depreciation Rs.
Plant and machinery	1,50,710	62,350
Furniture and Fixtures	26,450	11,500

He purchased a machine for Rs.10,000 on 1st April, 2007 and furniture for Rs.3,000 on 1st June 2007.

A machine costing Rs.6,000 on January 1, 2005 was sold for Rs. 5,500 on 30th June 2007.

Depreciation is provided @10% on written down value method. Show the relevent accounts for 31.12.2007.

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7BBA2C1

B.B.A DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Distinguish between Management and Administration.
2. What are the levels of management?
3. Define Planning.
4. What is meant by tactics?
5. What are the principles of Organizing?
6. What is staff organization?
7. What is selection?
8. What do you mean by job specification?
9. What is feed forward control?
10. What is meant by zero-base budgeting?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the functions of Management.

Or

- (b) What are the functional areas of management?

12. (a) Explain the merits and demerits of forecasting.

Or

- (b) Explain the types of plans in detail.

13. (a) What are the characteristics of groups?

Or

- (b) Explain in detail line organization.

14. (a) Write the importance of recruitment.

Or

- (b) What are the importance of staffing?

15. (a) Explain the characteristics of controlling.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the contributions of Peter Drucker for management thought.
 17. Explain the methods of forecasting.
 18. Write the differences between Formal and Informal organization.
 19. Explain the Alderfer theories of motivation.
 20. Write in detail about controlling techniques.
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F-7934

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7BBA2C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Financial Accounting.
2. What do you mean by cost estimation?
3. What is meant by stores?
4. What do you mean by re-order level?
5. What is meant by idle time?
6. What do you mean by time card?
7. What is meant by indirect expenses?
8. What is variable overhead?
9. What is meant by production account?
10. How will you find the cost per unit?

Part B

(5 × 5 = 25)

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

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

Or

- (b) What is a cost sheet? How is it prepared?

12. (a) Calculate maximum level, minimum level and re-ordering level from the following data.

Normal usage	100 units per day
Minimum usage	60 units per day
Maximum usage	130 units per day
Economic order quantity	5,000 units
Re-order period	25 to 30 days.

Or

- (b) The annual demand for an item is Rs.6400 units. The unit cost is Rs.12 and inventory carrying charges 5% p.a. If the cost of one procurement is Rs.150, determine:
- (i) EOQ
 - (ii) Number of orders per year
 - (iii) Time between two consecutive orders

13. (a) What are the various departments responsible for controlling labour cost?

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) What are the classification of overheads?

Or

- (b) Calculation Machine hour rate from the following:
- Cost of machine Rs.11,000
Estimated scrap value Rs.1,000
Repairs for effective working life Rs.2,500
Standing charges for 4 weekly period 1,200
Effective working life of machine 10,000 hours.
Power used by machine: 5 Units per hour @ 10 paise per unit.
Hours worked in 4 weekly period 120 hours.

15. (a) Write short note on Tender.

Or

(b) Ascertain the cost and selling price form the following:

	Rs.
Material consumed	5,000
Wages paid	10,000
Work on cost	50% on Wages
Office on cost	30% on Works cost
Selling on cost	10% on Works cost
Profit	20% on cost

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe briefly the different methods of costing.

17. From the following particulars write up Stores Ledger under Last-in-first-out:

December	1. Stock in hand 500 units @ Rs.20
	3. Issued 200 units
	3. Purchased 150 units @ Rs. 22
	4. Issued 100 units
	5. Purchased 200 units @ Rs. 25
	6. Issued 300 units
	6. Returned to Store 10 units (Issued on 4 th Dec)
	7. Issued 100 units
	8. Issued 50 units

On 10th, it was noticed that there is a shortage of 10 units.

18. Calculate the earnings of a worker from the following information, under:

- (a) Time Rate Method
- (b) Piece Rate Method
- (c) Halsey Plan
- (d) Rowan Plan

Standard Time: 30 hours; Time taken: 20 hours

Hourly rate of wages is Re.1 per hour plus a dearness allowance @ 50 paise per hour worked.

19. The works cost of a certain article is Rs.400 and the selling price is Rs.800. The following direct selling expenses are incurred:

Freight Rs.40, Insurance Rs.10, Packing Rs.10, Commission Rs.40. The estimated fixed selling expenses for the year were Rs.60,000 and sales value Rs.3,00,00. Find the profit per article.

20. Mr. Gopal furnishes the following data relating to the manufacture of a standard product during the month of April 2010.

Raw materials consumed	Rs.15000
Direct labour charges	Rs. 9,000
Machine hours worked	900 hours
Machine hour rate	Rs.5
Administration over heads	20% on works cost
Selling overhead	Rs.0.50 per unit
Units produced	17,100
Units sold	16,000 @ Rs.4 per unit

You are required to prepare cost sheet from the above, showing:

- (a) The cost per unit
- (b) Cost per unit sold and profit for the period.

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7BBA3C1

B.B.A DEGREE EXAMINATION, NOVEMBER 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. Define Organization.
2. What is meant by group behaviour?
3. Define 'Perception'.
4. Define 'Personality'.
5. What are the qualities of effective leadership?
6. What is formal communication?
7. What is Managerial Grid?
8. What is meant by conflict?
9. State the need for organisational change.
10. What is 'Organisational Development'?

Part B

(5 × 5 = 25)

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

11. (a) Explain the factors influencing Individual Behaviour?

Or

- (b) Briefly explain the nature of Organisational Behaviour.

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

Or

- (b) Explain about Group Decision Making Process.

13. (a) What are the functions of Communication?

Or

- (b) What are the barriers to effective communication?

14. (a) Briefly explain the process of Negotiation.

Or

- (b) Write about the individual strategies on managing stress.

15. (a) Explain the significance of Organisational change.

Or

- (b) What are the objectives of OD Program?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Compare the factors causing individual behaviour and group behaviour.
 17. Explain the determinants of personality.
 18. Explain about behavioural theories of Leadership.
 19. Explain about the different sources of stress in organisations.
 20. Describe about various OD intervention strategies.
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F-7936

Sub. Code

7BBA3C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What are the rules for making a diagram?
2. What are the limitations of statistics?
3. Explain the types of averages.
4. Describe the merits and demerits of geometric mean.
5. Define co-efficient of variation.
6. What are the uses of dispersion?
7. Give a brief account of scatter diagram.
8. State the significance of the study of correlation.
9. What are the limitations of Index numbers?
10. Explain the importance of Time Series Analysis.

Part B

(5 × 5 = 25)

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

11. (a) Draw Pie-diagram for the following data:
- | | | | | |
|-------------|------|----------|-----------|------|
| Particulars | Food | Clothing | Education | Rent |
| Expenditure | 87 | 49 | 24 | 20 |

Or

- (b) What is meant by statistical Series? What are the various types of series?
12. (a) Calculate the Harmonic mean from the following data.
- | | | | | | |
|--------------|-----|------|-------|-------|-------|
| Central Size | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 |
| Frequency | 3 | 5 | 8 | 3 | 1 |

Or

- (b) If mean = 78 and median = 72 in a frequency distribution, estimate the value of mode.
13. (a) Find mean deviation for the following data:
- | | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 100 | 150 | 200 | 250 | 360 | 490 | 500 | 600 | 671 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Or

- (b) What is the range for the following set of numbers?
10, 99, 87, 45, 67, 43, 45, 33, 21, 7, 65, 98?
14. (a) Calculate the Karl Pearson's coefficient of correlation.
- | | | | | | | | |
|---|----|----|----|----|----|----|----|
| X | 64 | 65 | 66 | 67 | 68 | 69 | 70 |
| Y | 60 | 66 | 65 | 75 | 70 | 68 | 72 |

Or

- (b) Find the regression of Y on X from the data given below:
- $r=0.66$; $\sigma_x=11$; Arithmetic mean of $x=36$;
Arithmetic mean of $Y=85$, $\sigma_y=8$.

15. (a) Calculate the cost of living index from the following data.

Group	Food	Fuel	Clothing	Rent	Miscellaneous
Index number	352	220	230	160	190
Weight	30	15	10	12	13

Or

- (b) Calculate 3-yearly moving averages of the production figures given below and draw the trend.

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013
Production in met. tonnes	15	21	30	36	42	46	50	56	65

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Draw on graph paper the frequency curve and frequency polygon for the following frequency distribution.

Class	0-5	5-10	10-15	15-20	20-25	25-30
Frequency	10	14	26	30	16	4

17. Calculate the geometric mean from the following data

X	10-20	20-30	30-40	40-50	50-60
F	8	12	25	10	5

18. Calculate co-efficient of quartile deviation.

Marks	10	20	30	40	50	60
No. of students	4	7	15	8	7	2

19. From the following data obtain the two regression equations.

X 91 97 108 121 67 124 51 73 111 57

Y 71 75 69 97 70 91 39 61 80 47

20. Fit a trend line by the method of semi averages from the data given below:

Year 2001 2002 2003 2004 2005 2006 2007 2008

Profit 100 120 140 150 130 200 230 250

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7BBA3C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 system software? Give examples of it.
2. What is the function of an assembler?
3. List down any five important features of MS word.
4. How a new document can be created in MS word.
5. What is meant by animation?
6. How handouts can be made in power point presentation?
7. What is a workbook?
8. Write a short note on cell.
9. Write notes on e-mail.
10. Define internet.

Part B

(5 × 5 = 25)

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

11. (a) What is a flowchart? Explain the symbols used in it?

Or

- (b) What is an operating system? Explain any five types of it.

12. (a) Write about spell check and thesaurus in MS word.

Or

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

13. (a) Explain any five layouts of a slide.

Or

- (b) How pictures be inserted in a slide?

14. (a) Give the steps to exit excel screen.

Or

- (b) How cells can be merged? How merged cells are splitted up?

15. (a) Explain the features and working of intranet.

Or

- (b) Write short notes on browser and search engine.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the various types of software.
17. Write about working with tables in MS word.

18. What are the views available in power point to view the slides?
 19. How cells can be formatted in excel? What are the formatting options available in excel?
 20. Explain the following :
 - (a) FTP
 - (b) HTTP
 - (c) WWW
 - (d) URL
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Sub. Code

7BBA4C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define plant layout.
2. What is meant by locational breakdown analysis?
3. Define work study.
4. What is travel chart?
5. Define production planning and control.
6. What is material handling?
7. Define Quality Control.
8. What do you understand by acceptance sampling?
9. What is meant by stock outs?
10. What is Bin Card?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the objectives of production management.

Or

- (b) State the merits of locating a plant in a suburban area.

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

Or

- (b) Define the term “Work measurement” and state its objectives.

13. (a) Write short notes on product planning

Or

- (b) What are the ways of reducing the scheduling problems?

14. (a) Explain the benefits of statistical quality control.

Or

- (b) What are the characteristics of Quality Circle?

15. (a) What purpose does safety stock serve? What are the benefits and cost associated with safety stock?

Or

- (b) How would you determine EOQ?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. State the factors which should be kept in mind while deciding upon a suitable type of plant layout.
 17. Describe the steps in making time study and computing the standard time.
 18. Explain the factors that influence the selection of material handling equipment.
 19. What are the important stages of inspection? Explain them.
 20. What are the advantages and disadvantages of LIFO and FIFO methods.
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Sub. Code

7BBA4C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Marketing.
2. What is selling concept?
3. What are the components of Marketing mix?
4. Define Consumer behavior.
5. What is product line?
6. What are the functions of Labelling?
7. What is Price?
8. Define Channel Management.
9. Define Sales Promotion.
10. What is sales forecasting?

Part B

(5 × 5 = 25)

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

11. (a) Discuss about the nature and scope of Marketing.

Or

- (b) State the differences between Marketing and Selling.

12. (a) What are the merits and demerits of segmentation?

Or

- (b) Explain the factors influencing consumer behavior.

13. (a) What is product mix? Explain the factors that influence product mix.

Or

- (b) What are the functions and types of Packaging?

14. (a) What are the Pricing Objectives?

Or

- (b) Explain the services rendered by wholesalers.

15. (a) What is personal selling? What are its advantages and Limitations?

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the prospects and challenges of marketing in the present global environment.
 17. Explain the classification of Market.
 18. Explain the stages in the development a new Product.
 19. Enumerate the various methods of pricing decisions.
 20. Explain the sales promotion techniques at Consumer's level.
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F-7940

Sub. Code

7BBA4C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Give the golden rules of accounting.
2. What is meant by pre-defined group of accounts? Give three examples of it.
3. What is the use of Journal voucher? Give an example of it.
4. What is stock category? Explain it with an example.
5. What is a sales order?
6. What is an optional voucher? What is the use of it?
7. List down the menu options available under account books.
8. Write a short note on draft mode printing.
9. Write notes on backup and restore of data.
10. Expand ODBC. Give its usage.

Part B

(5 × 5 = 25)

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

11. (a) Write about vertical button bar in tally screen.

Or

- (b) How a purchase order is processed?

12. (a) Write about the primary groups of capital nature with suitable examples.

Or

- (b) Explain with examples the creation of multiple ledgers under different pre-defined groups.

13. (a) Write a note on contra voucher and journal voucher with an example.

Or

- (b) Give the effect of receipt note voucher and delivery note voucher on account books.

14. (a) What are the common printing options available under tally?

Or

- (b) Give the use of fund flow and cash flow statement. Why it is used?

15. (a) Explain briefly the steps involved in defining user and password in tally.

Or

- (b) What are the steps involved in creating a group company.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain Tally screen components with the help of a diagram.
17. Write about each and every item of vertical button bar.
18. How final accounts can be viewed in Tally? Sequentially explain the steps.
19. Briefly explain the menu options available under accounting statements.
20. Explain the steps to record the following in manufacturing journal.

A garment factory manufactures 500 shirts per day. The material required per piece is as follows:

Cloth 2 meter, Buttons 8 numbers, Thread 1 roll.
Additional cost : Stitching charges 10% of total cost.

F-7941

Sub. Code

7BBA4C4

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Explain the method to be used for finding the equation of the straight line when the x and y intercepts are given.
2. State the condition for market equilibrium.
3. What are Venn diagrammes?
4. State and explain the associative laws of sets.
5. Explain the function of a function rule of differentiation.
6. How to find marginal revenue function from total revenue function?
7. What are the conditions for maxima and minima of the function $y = f(x)$?
8. Explain the rule of integration by substitution.

9. What is a null matrix?
10. Give examples for 'square matrix' and 'rectangular matrix'?

Part B (5 × 5 = 25)

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

11. (a) Find the equation of the line passing through the points $(-3, 4)$ and $(1, -8)$.

Or

- (b) Find the point of intersection of the straight lines $5x + 4y - 6 = 0$ and $3x + y - 5 = 0$.

12. (a) If $U = \{1, 2, 3, 4, 5, 7, 8, 10, 11, 12\}$, $A = \{2, 4, 8\}$ and $B = \{1, 5, 4, 8\}$ then show that $(A \cup B)' = (A' \cap B')$.

Or

- (b) If $U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\}$, $A = \{1, 3, 5, 7, 10\}$ and $B = \{3, 4, 7, 9, 10\}$, then show that $(A \cap B)' = (A' \cup B')$.

13. (a) Find $\frac{dy}{dx}$, if $Y = (3x^2 - 1)(2x + 3)$.

Or

- (b) If $y = (2x)(3x^2 - 4)$, then find $\frac{dy}{dx}$.

14. (a) Evaluate $\int x^5 (8x^6 + 7)^{15} dx$.

Or

- (b) Evaluate $\int_2^3 (x^2 + 5x + 7) dx$.

15. (a) If $A = \begin{bmatrix} 3 & 1 \\ -1 & 2 \end{bmatrix}$ show that $A^2 - 5A + 7I = 0$.

Or

(b) If $A = \begin{bmatrix} 2 & 1 & 0 \\ 1 & -1 & 2 \\ 0 & 1 & 3 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 2 & -1 \\ -2 & 0 & 1 \\ 1 & 1 & 2 \end{bmatrix}$, then

find AB .

Part C (3 × 10 = 30)

Answer any **three** questions.

16. The cost of producing 200 pens is Rs.1,000 and the cost of producing 400 pens is Rs.1,500.
- (a) Find the linear relation between the cost y of producing x pens.
- (b) Find the cost of producing 600 pens with the help of the linear equation.
- (c) What should be the selling price of a pen if 600 pens are produced and sold with a profit of Rs.400?
17. In an examination, 53 percent of students passed in Mathematics, 61 percent in Economics and 60 percent in Statistics, 24 percent passed in Mathematics as well as Economics, 35 percent in Economics and Statistics, and 27 percent in Mathematics and Statistics. Five percent passed in none of these subjects. How many percent of students passed in all subjects? How many percent of students failed exactly in one subject?

18. Find $\frac{dy}{dx}$ for $y = \frac{x^2 - x + 5}{x + 1}$.

19. If the demand function is $p = 8 - 2x$ and the supply function is $p = 2 + x$, then find the consumer surplus and the producer surplus?

20. Solve the following simultaneous equations by using matrix inversion technique:

$$2x + y + z = 4$$

$$x + 2y + z = 4$$

$$x + y + 2z = 4$$

F-7942

Sub. Code

7BBA5C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 exploratory research?
2. What is ex post facto method of research?
3. What is a research problem?
4. Define the term hypothesis.
5. What is sample size?
6. What is an interview schedule?
7. What do you mean by tabulation?
8. What is frequency distribution?
9. Define the term interpretation.
10. What is bibliography?

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of research.
Or
(b) Explain the survey method of research.
12. (a) Discuss the importance of hypothesis in social research.
Or
(b) Explain Type I and Type II errors.
13. (a) Bring out the merits and demerits of questionnaires.
Or
(b) What are the characteristics of a good sample?
14. (a) Write a short note on Likert scale.
Or
(b) Explain any two measures of central tendency.
15. (a) What is referencing? Explain its types.
Or
(b) What are the purposes served by footnotes?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the difficulties of carrying out social researches?
17. State the components of a research design.
18. Explain the non-random sampling methods.
19. Explain some of the important scaling techniques often used in the context of business research.
20. What are the contents of a research report?

F-7943

Sub. Code

7BBA5C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Management Accounting.
2. What is Financial Accounting?
3. What is meant by Debt-equity ratio?
4. What do you mean by current ratio?
5. What is meant by cash flow statement?
6. What are the sources of funds?
7. What is CVP analysis?
8. What is breakeven point?
9. Define Labour Price Variance.
10. What is meant by profit variance?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the functions of management accounting.

12. (a) A Company has capital of Rs. 10,00,000; its turnover is 3 times the capital and the margin on sales is 6%. What is the return on investment?

Or

- (b) Ravi & Company supplies you the following the information regarding the year ended 31st December.

Cash Sales	Rs.	70,000
Credit Sales	Rs.	2,00,000
Return inward	Rs.	15,000
Opening Stock	Rs.	30,000
Closing Stock	Rs.	35,000

Gross Profit Ratio is 25%

Find out Inventory Turnover.

13. (a) Prepare a statement showing the changes in working capital.

	31 st December	
	2018	2019
Assets :	Rs.	Rs.
Cash	3,000	4,700
Accounts Receivable	12,000	11,500
Land	5,000	6,600

Stock	<u>8,000</u>	<u>9,000</u>
	<u>28,000</u>	<u>31,800</u>
Liabilities :		
Accounts Payable	7,000	4,500
Capital	20,000	25,000
Retained Earnings	<u>1,000</u>	<u>2,300</u>
	<u>28,000</u>	<u>31,800</u>

Or

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

14. (a) The cost data in a factory is as follows:

Variable Cost	Rs. 40 per unit
Fixed Expenses	Rs. 12,000
Selling Price	Rs. 100 per unit

What is the profit when the sale is at 500 units?

Or

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

	Rs.
Selling price per unit	20
Direct material cost per unit	8
Direct labour cost per unit	2
Direct expenses per unit	2
Overheads per unit	3
Fixed Overheads	20,000

If sales are 20% above the break-even point, determine the net profit.

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

Material	Standard	Actual
A	2020 units @ Rs. 2 per unit	2160 units @ Rs. 2.40 per unit
B	820 units @ Rs. 3 per unit	760 units @ Rs. 3.60 per unit
C	700 units @ Rs. 4 per unit	760 units @ Rs. 3.80 per unit

Or

- (b) What are the steps involved in the Standard Costing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the merits and demerits of Management Accounting.
17. From the following information, you are required to prepare a balance sheet:

Current ratio	2.5
Liquid ratio	1.5
Net Working Capital	Rs.30,000
Stock turnover ratio (cost of sales / closing stock)	6 times
Gross profit ratio	20%
Debtors Turnover ratio	2 times

Reserves and surplus to capital	0.5
Fixed assets turnover ratio (on cost of sales)	2 times
Long-Term Loans	Rs. 15,000
Fixed assets to net worth	0.8

18. The following are the comparative Balance Sheets of ABC Ltd. as on 31st December 2015 and 2016.

Liabilities	2015 Rs.	2016 Rs.	Assets	2015 Rs.	2016 Rs.
Share Capital	35,00,000	37,00,000	Land	10,00,000	15,00,000
(Shares of Rs.10 each)			Stock	24,60,000	21,35,000
P & L Account	5,04,000	5,28,000	Goodwill	5,00,000	2,50,000
9% Debentures	5,16,000	5,92,000	Debtors	6,10,000	7,45,000
Creditors	5,00,000	2,00,000	Cash	4,50,000	3,90,000
	<u>50,20,000</u>	<u>50,20,000</u>		<u>50,20,000</u>	<u>50,20,000</u>

Additional Information:

- Dividends declared and paid during the year Rs. 1,50,000
- Land was revalued during the year at Rs. 1,00,000 and profit on revaluation was transferred to P & L a/c.

Prepare a Cash Flow statement for the year ended 31-12-2016.

19. Describe the procedures involved in selection of sales mix.

20. X Ltd. Furnish you the following particulars:

Product X requires 20 hours per unit

Standard Rate per hour is Rs. 2

Units produced: 4,000

Hours taken 76,000 (including 200 hours for power failure) at Rs. 2.10 per hour.

Calculate:

- (a) Direct Labour Cost Variances
 - (b) Direct Labour Rate Variances
 - (c) Direct Labour Efficiency Variance
 - (d) Direct Labour Idle Time Variance
-

F-7944

Sub. Code

7BBA5C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 personnel Management.
2. What are the objectives of HRM?
3. State the purpose of employment test.
4. What is meant by selection?
5. What is Training?
6. State the objectives of executive development.
7. Define the term "transfer".
8. Define the term "wage".
9. What is collective bargaining?
10. What are the objectives of IR?

Part B

(5 × 5 = 25)

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

11. (a) Discuss about the scope of HRM.

Or

- (b) List out the functions of HRM.

12. (a) What are the components of job-specification?

Or

- (b) What are the objectives of job evaluation?

13. (a) State the importance of executive development.

Or

- (b) Discuss about on the job training methods.

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

Or

- (b) What are the principles of wages and salary administration?

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

Or

- (b) What are the benefits of Industrial Relations?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain about societal and personnel objectives.
 17. Briefly explain the selection process.
 18. Explain the methods of executive development.
 19. Explain the various methods of performance appraisal.
 20. Briefly discuss about the collective bargaining process on India.
-

F-7945

Sub. Code

7BBAE1A

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is meant by tourism product?
2. What do you mean by inbound tourism?
3. What is known as international tourism?
4. What is the most visited place in India?
5. What is NTA?
6. Which state has the highest tourism in India?
7. What do you mean by surface transport?
8. What is Computerized Reservation System?
9. What is a cottage?
10. What is a management contract hotel?

Part B

(5 × 5 = 25)

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

11. (a) What are the weaknesses of India for tourism?

Or

- (b) How did tourism began in India.

12. (a) Which is the world's most visited tourist attraction?

Or

- (b) What are the causes of development of tourism in India?

13. (a) What are the functions of Department of Tourism?

Or

- (b) Why tourism planning is important?

14. (a) What is the role of World Tourism Organisation?

Or

- (b) What is the main purpose of International Air Transport Association?

15. (a) What is tourism publicity?

Or

- (b) What are the factors to be considered in hotel restaurant management?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the direct and indirect components of tourism network.
 17. Explain the social and economic impact on tourism.
 18. Explain the role of Tamilnadu Tourism Development Corporation in developing tourism in Tamilnadu.
 19. What is the need for automation in travel Industry?
 20. Explain any five incentives given by Government to hotel industries.
-

F-7946

Sub. Code

7BBAE1B

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Write any three limitations of marketing research.
2. Name four market research agencies.
3. What is meant by Research Design?
4. Write the stages in the Marketing research process.
5. What do you mean by error?
6. What is meant by Observation?
7. What do you mean by Census study?
8. What do you mean by Convenience sampling?
9. What do you mean by Motivational Research?
10. What do you mean by Advertising Research?

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope of Marketing Research.
Or
(b) Explain the uses of Marketing Research.
12. (a) Differentiate between Descriptive research and Experimental research.
Or
(b) How conclusive research is conducted?
13. (a) Describe the methods of Interview?
Or
(b) What are the advantages of secondary data.
14. (a) Explain the reasons for sampling.
Or
(b) Write short notes on tabulation of data.
15. (a) Explain the sales analysis research in detail.
Or
(b) Explain the limitations of motivational research.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the importance of Marketing Research.
17. Explain the scientific methods in Marketing Research.
18. Explain the Evaluation of secondary data.
19. Explain the various types of Non-probability sampling.
20. Explain the Merits and Demerits of advertising research.

F-7947

Sub. Code

7BBAE2A

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is meant by services marketing?
2. What is a core service?
3. What is a service design?
4. What does blue printing of service mean?
5. What is meant by service product?
6. What is process in service marketing mix?
7. What is odd pricing?
8. What is direct marketing?
9. What do you mean by service location?
10. What is the meaning of physical evidence?

Part B

(5 × 5 = 25)

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

11. (a) What are all the differences between goods and service?

Or

- (b) Explain the three important components of service marketing.

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

Or

- (b) Explain the elements of service blue printing.

13. (a) Explain the key elements in service delivery system.

Or

- (b) How do you brand a service product?

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

Or

- (b) How do you promote a service?

15. (a) Why customer orientation is important in service delivery?

Or

- (b) What are the different aspects of service cape?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the characteristics of services.
17. Explain the four basic service layout types.
18. Briefly explain the elements of service marketing mix.
19. Explain the types of pricing in services.
20. Explain the strategies for effective service delivery through intermediaries.

F-7948

Sub. Code

7BBAE2B

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

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 do you mean the term "Uberrimae fidei"?
2. Write a short note on Warranty.
3. Define the term "Underwriting"
4. Write a note on Nomination.
5. What is meant by Barratry?
6. What is "Hull Insurance"?
7. Why do we need fire Insurance?
8. Write a short note on TAC
9. Mention the types of Motor Vehicles for Insurance purposes.
10. What are the Perils Covered in Plantation Insurance?

Part B

(5 × 5 = 25)

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

11. (a) Explain the Various Principles of Insurance.

Or

- (b) Differentiate double insurance from reinsurance.

12. (a) What is mortality table? How is it Constructed?

Or

- (b) Discuss the Various Stages involved in Valuation Process.

13. (a) Explain the kinds of Perils of Sea.

Or

- (b) What are the different types of Marine losses?

14. (a) Discuss the Process of rate making in fire insurance.

Or

- (b) Explain the procedure for taking a fire Insurance Policy.

15. (a) What are the major impacts of privatization of Insurance industry?

Or

- (b) Explain the Settlement Stages of Motor Insurance Claims.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different functions of Insurance.
 17. Explain the fundamental Principles of Life Insurance.
 18. What are the various types of Marine Policy?
 19. Describe the main conditions of fire insurance policy.
 20. Discuss in detail the various policies offered under Business Insurance.
-

F-7949

Sub. Code

7BBA6C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What do you mean by warrants?
2. What is a right share?
3. What is NIM?
4. What is a carry forward transaction?
5. What is yield to Maturity?
6. What is moving average?
7. Define efficient frontier.
8. What is an optimum portfolio?
9. What is mutual fund?
10. What is meant by portfolio revision?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature and scope of Investment management.

Or

- (b) Distinguish between investment and gambling.

12. (a) Distinguish between money market and capital market.

Or

- (b) Why do companies get their shares listed on the stock exchange?

13. (a) Explain the systematic risk in detail.

Or

- (b) Why is industry analysis important?

14. (a) What is simple diversification

(i) will it reduce total risk.

(ii) will it reduce unsystematic risk?

Or

- (b) Explain the Sharpe Index model?

15. (a) What is rupee cost averaging? What are its benefits?

Or

- (b) Why should investors adopt formula plan?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the importance of an investment programme what steps should an investor to make an investment?
 17. Give an account of the recent trends in the primary market.
 18. What is technical analysis? Explain the Dow Theory.
 19. Explain the CAPM theory and its validity in the stock market.
 20. Explain Treynor's Performance Index.
-

F-7950

Sub. Code

7BBA6C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define capital structure.
2. What is trading on equity?
3. Define working capital.
4. What are the sources of long term finance?
5. What is cost of debt?
6. A company expects a dividend of Rs. 2.00 per share next year and is expected to grow at 4% per year perpetually. Determine the cost of equity capital, assuming the market-price per share Rs. 50.
7. Define budgetary control.
8. What is budget manual?
9. What is IRR?
10. What is capital rationing?

Part B

(5 × 5 = 25)

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

11. (a) State the objectives of financial management.
Or
(b) Explain the importance of capital structure.
12. (a) State the merits and demerits of preference shares.
Or
(b) Explain the various factors influencing working capital.
13. (a) A company has 10% redeemable preference shares of Rs. 50,000 redeemable at the end of the 5th year from the year of their issue. The underwriting costs come to 2%. Calculate the effective cost of preference share capital.
Or
(b) Explain the significance of cost of capital.
14. (a) What are the advantages of budgetary control?
Or
(b) ABC Company Ltd. expects the following sales by months in units for the first five months of next year.

January	5,400
February	5,700
March	7,500
April	5,700
May	6,000

The company has a policy of maintaining an inventory equal to budgeted sales for the following two months. Opening stock of inventory on 1st January is 10,000 units. Each unit costs Rs. 10. You are required to prepare purchases budget for the first three months, January to March, both in units and rupees.

15. (a) Explain the pay back method of evaluating alternative capital projects. What are its advantages and limitations?

Or

- (b) Explain the important steps in the capital budgeting process.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the main functions of the modern finance manager?
17. Cost sheet of a company provides the following particulars:

Raw materials 40%; Labour 10%; Overheads 30%

The following details are also available.

- (a) Raw materials remain in stores for 6 weeks.
- (b) Processing time – 4 weeks.
- (c) Finished goods are in stock for 5 weeks.
- (d) Period of credit allowed to debtors 10 weeks.
- (e) Lag in payment of wages 2 weeks.
- (f) Period of credit allowed by creditors 4 weeks.
- (g) Selling price Rs. 50 per unit.
- (h) Production in unit 13,000 p.a.

Prepare an estimate of working capital.

18. Discuss briefly the different approaches to the computation of the cost of equity capital.

19. Prepare a flexible budget at 60, 80 and 100 percent capacities from the following information:

- (a) Fixed expenses Rs. 1,49,500
- (b) Semi-variable expenses at 50% capacity 89,500
- (c) Variable expenses at 50% capacity 2,67,000

Semi-variable expenses remained constant between 40 and 70 percent capacity, increase by 10 percent between 70 and 85 percent capacity and by 15 percent between 85 and 100 percent capacity. Sales at 60 percent capacity are Rs. 5,10,000; at 80 percent capacity Rs. 6,80,000 and at 100 percent capacity Rs. 8,50,000. (Assume that all products are sold)

20. From the following information, suggest which of the two projects should be accepted on the basis of net present value method.

		Project A	Project B
		Rs.	Rs.
Initial Out lay		10,000	20,000
Cash inflow after taxes:			
Year	1	8,000	8,000
	2	7,000	9,000
	3	Nil	7,000
	4	Nil	6,000
Service Life		2 years	4 years
Required Rate of Return		10%	10%

F-7951

Sub. Code

7BBA6C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define the term law.
2. Who can accept an offer?
3. What is meant by misrepresentation?
4. What are liquidated damages?
5. When condition to be treated as warranty?
6. Who is an unpaid seller?
7. Who can employ (or) appoint an agent?
8. Write a short note of irrevocable agency.
9. Write notes on corporation and common seal.
10. Define a company.

Part B

(5 × 5 = 25)

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

11. (a) Who are the persons disqualified by law to enter into the contract?

Or

- (b) “An invitation to offer is not an offer” – Elucidate the statement.

12. (a) Distinguish between contract of indemnity and contract of guarantee.

Or

- (b) Explain the various kinds of guarantee.

13. (a) State the doctrine of caveat emptor and what are its exceptions?

Or

- (b) What are the remedies for breach of contract of sale?

14. (a) Who may be an agent and what are his responsibilities towards his principal?

Or

- (b) Distinguish between an agent and bailee.

15. (a) Explain briefly the rights, duties and liabilities of a company secretary.

Or

- (b) What are the different kinds of shares that a company may issue?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Law of contract is not the whole law of agreements nor the whole law of obligations – Discuss.
 17. What are the essentials and legal rules for a valid coercion? What is the effect of coercion on the validity of the contract?
 18. What is meant by goods? What are the different types of goods?
 19. Describe the various modes by which an agency may be terminated?
 20. “A certificate of incorporation is a conclusive evidence that all the requirements of the Companies Act have been complied with” – Explain.
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F-7953

Sub. Code

7BBAE3B

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 do you mean by International Marketing?
2. What is meant by Domestic Marketing?
3. What do you mean by Exporting?
4. What do you mean by “Export Policy”?
5. Define Letter of Credit.
6. Who are all the Parties involved in Letter of Credit?
7. What is meant by Standardisation?
8. What do you mean by Consumer Behaviour?
9. What do you mean by Globalisation?
10. What is meant by Foreign trade?

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between Domestic Marketing and International Marketing.

Or

- (b) Explain the scope of International marketing.

12. (a) Explain India's Export Import Policy.

Or

- (b) Explain the export documents in detail.

13. (a) Explain the Modus Operandi of Letter of Credit.

Or

- (b) What are all the Incentives available for exporters?

14. (a) Explain the issues in Market Research.

Or

- (b) Explain the adaptation in detail.

15. (a) Explain the International Marketing strategies.

Or

- (b) Explain the Export Pricing Policies.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Trends in India's Foreign trade.
17. Explain the procedure for exporting.
18. Give the Brief outline on Modes of Payment.
19. Explain the role of foreign market competitors.
20. Explain the Role of MNC's.