

F-8879

Sub. Code

7BBA1C1

B.B.A. DEGREE EXAMINATION, APRIL 2023

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. What is meant by business decision making?
3. What is meant by elasticity of supply?
4. What is meant by diminishing marginal utility?
5. What is meant by cost?
6. What do you mean by break even analysis?
7. What is oligopoly?
8. What is meant by normal profit?
9. What do you mean by credit control?
10. What is medium of exchange?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Why Demand curve slopes downward?

12. (a) Explain the price elasticity of demand.

Or

- (b) Explain the characteristics of indifference curve analysis.

13. (a) Explain the various methods for measurements of national income.

Or

- (b) What are the elements of cost?

14. (a) What is normal profit and abnormal profit?

Or

- (b) What is imperfect competition? Explain.

15. (a) Explain the secondary functions of commercial banks.

Or

- (b) What are the methods of credit control?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the types of demand.
 17. Explain the constant returns of scale.
 18. Explain the types of cost in details.
 19. Explain the merits and demerits of economies of bulk purchase in detail.
 20. Explain the role of RBI.
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F-8880

Sub. Code

7BBA1C2

B.B.A. DEGREE EXAMINATION, APRIL 2023.

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is book-keeping?
2. What are the golden rules of accounting?
3. What is a Balance sheet?
4. Define an 'account current'.
5. What is single entry system?
6. What is meant by net worth method?
7. What do you mean by entrance fee? How will you deal with it while preparing final accounts of a club?
8. What do you mean by Receipts and Payments account?
9. Define 'Depreciation'.
10. What do you mean by 'amortization'?

Part B

(5 × 5 = 25)

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

11. (a) What are the reasons for difference between balance as shown by Bank Pass book and Bank Column of the cash book?
Or
(b) What are subsidiary books?
12. (a) Explain the objectives of preparing final accounts.
Or
(b) Explain the various steps that are to be taken for computation of an Average Due Date.
13. (a) The capital at the beginning of the year is Rs. 20,000 and that at the end is Rs. 31,000, withdrawals at the rate of Rs. 500 p.m and additional capital introduction during the year Rs. 2,000. Calculate the amount of profit earned during the year.
Or
(b) Differentiate between balance sheet and statement of affairs.
14. (a) How will you deal the following items while preparing the Income and Expenditure Account and Balance sheet of a club for the year ended 31st December, 2018.

	Rs.
Subscription outstanding on 31.12.2017	200
Subscription received in 2017:	
For 2018	300
For 2019	100
Total subscriptions received during the year 2018	5,800
Subscriptions outstanding on 31.12.2018	
For the year 2017	50
For the year 2018	250
Subscription received in advance during the year 2018:	
For 2019	350
For 2020	150

Or

(b) What is meant by Deferred Revenue Expenditure? State the considerations which would guide you in deciding whether any particular expenditure should be regarded as of capital nature or of a revenue nature.

15. (a) What factors should be considered for determining the amount of depreciation?

Or

(b) A plant is purchased for Rs. 20,000/-. It is depreciated at 5% p.a. on reducing balance for five years when it becomes obsolete due to new method of production and is scrapped. The scrap produces Rs. 5,358. Show the plant account for the five year.

Part C (3 × 10 = 30)

Answer any **three** questions.

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

2019

Sep. 1 Balance of cash in hand Rs. 16,750

4 Paid to Giri Rs. 490 discount received being Rs. 10

5 Paid into bank Rs. 10,000

10 Sold goods Rs. 500 and cash deposited into bank

12 Purchased goods Rs. 2,000 and paid by cheque

13 Sold goods to Srinivas on credit Rs. 2,000

20 Received cheque from Srinivas for Rs. 1,950 and allowed him discount of Rs. 50 and deposited into bank

21 Paid by cheque-telephone Rs. 1,200

23 Purchased goods Rs. 2,500 on credit from Gopal

24 Issued a cheque to Gopal Rs. 2,450, claimed a discount of Rs. 50

25 Sold goods for Rs. 2,000 and deposited the cash into bank

30 Paid salary to Mohan Rs. 500 by cheque.

17. The following trail balance is extracted from the books of Mohan on 31st December 2019.

Debit	Rs.	Credit	Rs.
Furniture	600	Capital	12,000
Motor vehicle	6,500	Provision for bad debts	200
Buildings	7,500	Sundry creditors	3,000
Bad debts	100	Sales	15,000
Sundry Debtors	3,800	Bank overdraft	3,000
Stock on (1.1.2019)	3,500	Purchases returns	200
Purchases	5,500	Commission	600
Sales Returns	200		
Advertising	450		
Interest	200		
Cash	650		
Taxes and Insurance	1,200		
General expenses	800		
Salaries	3,000		
	<u>34,000</u>		<u>34,000</u>

The following adjustments are to be made:

- (a) Stock in hand on 31st December 2019, Rs. 3,200
- (b) Depreciate buildings at 5%; Furniture at 10% and Motor vehicle at 20%
- (c) Rs. 100 are due for interest on bank overdraft.

Prepare trading and profit and loss account for the year ending 31st December 2019 and a balance sheet as on that date.

18. Raman keeps his books by the “Single Entry” method. His position on 31st December 2010 was as follows:

Cash Rs. 10; Bank Rs. 990; Stock of goods Rs. 7,000; Sundry debtors Rs. 15,000; Furniture Rs. 3,000; Sundry creditors Rs. 3,000.

On 31st December 2011, his position was as follows:

Cash Rs. 2,000; Bank Rs. 1,000; Stock of goods Rs. 10,000 Sundry debtors Rs. 20,000; Furniture Rs. 3,000; Sundry creditors Rs. 6,000.

On 31st December 2011, he finds that he has withdrawn Rs. 7,000 for his domestic use and has at various times introduced additional capital amounting to Rs. 3,000.

From the above, prepare a statement showing profit or loss made by him for the year ended 31st December 2011.

19. Convert the following receipts and payments account of the Delhi Nursing society for the year ended 30th June, 2018, into an Income and Expenditure Account:

Receipts	Amount Rs.	Payments	Amount Rs.
Balance at Bank 1.7.2017	2,010	Salaries of Nurses	656
Subscriptions	1,115	Board, Laundry and domestic help	380
Fees from Non-members	270	Rent, Rates and Taxes	200
Municipal grant	1,000	Cost of car	2,000
Donations for building fund	1,560	Expenses of car	840
Interest	38	Drugs and incidental expenses	670
		Balance c/d	1,247
	5,993		5,993

A donation of Rs. 100 received for building fund was wrongly included in subscriptions account. A bill of medicines purchased during the year amounting to Rs. 128 was outstanding.

20. A company provides depreciation under the straight line method at the rate of 10% p.a. The balance standing in the plant and machinery account on 31st December 2015, after writing off depreciation for the year, was Rs. 1,95,150 (total cost price of the plant was Rs. 3,58,000)

During January 2016, new plant was purchased at a cost of Rs. 29,500 and one machine which had cost Rs. 5,500 in 2004 was sold as scrap for Rs. 400.

During January, 2017 there were additions costing Rs. 18,000 and a machine which had cost Rs. 7,000 in 2012 was sold for Rs. 3,500.

Write up plant and machinery account for 2016 and 2017.

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7BBA211

B.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Business Administration

Part I – அலுவலக மேலாண்மை

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் ஓரிரு வரிகளில் விடை தருக.

1. அலுவலகம் வரையறு.
2. ஒரு அலுவலகத்தின் அடிப்படை பணிகளைக் குறிப்பிடுக.
3. அலுவலக அமைப்புத் திட்டம் வரையறு.
4. துறைகளமைத்தல் என்றால் என்ன?
5. வெளிப்புற தகவல் தொடர்பு என்றால் என்ன?
6. பணி எளிதாக்குதல் என்றால் என்ன?
7. அலுவலகப் படிவங்கள் என்றால் என்ன?
8. மையப்படுத்தப் பட்ட கடித போக்குவரத்து என்றால் என்ன?
9. கோப்பிடல் – பொருள் யாது?
10. பக்கச் சுட்டகராதி என்றால் என்ன?

அனைத்து வினாக்களுக்கும் ஒரு பக்க அளவில் விடையளிக்கவும்

11. (அ) ஒரு திறமையான அலுவலக மேலாளருக்குத் தேவையான பல்வேறு தனித் திறமைகள் யாவை?

(அல்லது)

(ஆ) அமைப்பு விளக்கப் படம் குறித்து சிறு குறிப்பு வரைக.

12. (அ) திறந்த அலுவலகத்தின் நன்மை, தீமைகள் யாவை?

(அல்லது)

(ஆ) மனை துணைப் பொருட்களின் வகைகளைக் குறிப்பிடுக.

13. (அ) ஏதேனும் இரு தகவல் தொடர்பு சாதனங்களை விளக்குக.

(அல்லது)

(ஆ) எழுத்துத் தகவல் தொடர்பின் சிறப்புகளை விவரி.

14. (அ) படிவ வடிவமைப்பில் கடைபிடிக்க வேண்டிய காரணிகள் யாவை?

(அல்லது)

(ஆ) பரவலாக்கப்பட்ட கடித போக்குவரத்தின் நன்மை, தீமைகள் யாவை?

15. (அ) ஒரு நல்ல சுட்டகராதி முறையின் தேவைகள் என்ன?

(அல்லது)

(ஆ) கோப்பிடுதலின் நோக்கங்களை விவரி.

பகுதி இ

(3 × 10 = 30)

எவையேனும் மூன்று வினாக்களுக்குக் கட்டுரை வடிவில் விடையளிக்கவும்.

16. நவீன அலுவலகத்தின் முக்கியத்துவத்தை விளக்குக.
17. அலுவலக அமைப்புத் திட்டம் மற்றும் வடிவத்தை நிர்ணயிப்பதற்கான காரணிகளை விளக்குக.
18. தகவல் தொடர்பின் முக்கியத்துவத்தை விவரி.
19. மையப்படுத்தப் பட்ட அஞ்சல் துறையின் நன்மை, தீமைகளை விளக்குக.
20. சுட்டகராதி என்றால் என்ன? அதன் முக்கிய நோக்கங்கள் யாவை? இது கோப்பிடலில் இருந்து எவ்வாறு வேறுபடுகிறது?

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7BBA221

B.B.A. DEGREE EXAMINATION, APRIL 2023

Second Semester

Business Administration

PART II – BUSINESS REPORT WRITING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define report.
2. What is inventory report?
3. What do you mean by Statutory report?
4. What is the order of writing reports?
5. Define the term agenda.
6. What you mean by notices?
7. Describe the meaning of the term Precis writing?
8. What do you mean the term public relation?
9. Define Press report.
10. What do you mean by Short messages?

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between abstract and a summary.

Or

- (b) What are the elements of a Business report?

12. (a) Give the check list for report.

Or

- (b) Write a report on the existing communication system in your organization. Include any suggestions for improving it.

13. (a) Explain the types of Meeting.

Or

- (b) Draw a model of agenda for Second meeting in an industry.

14. (a) What are the functions of PRO?

Or

- (b) What are the do's and don'ts of Precis writing?

15. (a) What are the elements of market report?

Or

- (b) As the Chief of production section write a memo to the financial manager seeking his approval for purchasing additional raw materials worth Rs. 10,000.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. As the Managing Director of a company, write a report to the Sectional heads, announcing the appointment of a person from outside to the post of Personnel Manager. Bear in mind the fact that some of the Sectional heads having long experience in your company were aspirants for this post.
17. What are the factors that would influence your decision regarding the materials to be included in the appendix of a report?
18. Imagine that you are the Secretary of the staff association in your organization. Write a notice, giving agenda of the first business meeting of the General body. Write minutes of the above meeting.
19. The management of your Organization has recently announced a new bonus and incentive scheme. The employees are critical of this scheme. As Public Relations officer you have been asked to investigate the causes of complaint and recommend some action. Write a report to MD.
20. Write a press release towards the change of circulation system of employees in your Organization.

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7BBA2C1

B.B.A. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Management.
2. What is unity of command?
3. What are the importances of planning?
4. What is meant by decision making?
5. Define Organizing.
6. What is meant by informal organization?
7. What is meant by centralization?
8. What do you mean by job description?
9. Define controlling.
10. Define co-ordination.

Part B

(5 × 5 = 25)

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

11. (a) Explain the contributions of Henry Fayol for management thought.

Or

- (b) Explain the roles of a manager.

12. (a) Explain the process of MBO.

Or

- (b) Explain the steps in Decision Making.

13. (a) What are the differences between formal and informal organization?

Or

- (b) Explain the merits and demerits of groups.

14. (a) Write the merits and demerits of training.

Or

- (b) What are the methods of recruitment?

15. (a) Explain the principles of controlling.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail about the evolution of Management thoughts.

17. Explain the decision making techniques in detail.

18. Explain the different types of organizational structure in detail.
 19. Explain in detail about the on-the job training methods.
 20. Write in detail about the budgetary control techniques.
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7BBA2C2

B.B.A. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Business Administration

COST ACCOUNTING

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Distinguish between cost centre and cost unit.
2. Define the term “Cost”.
3. What is ABC analysis?
4. Write a note on “Scrap”.
5. What is motion study?
6. What is Rowan premium plan?
7. What is memorandum reconciliation account?
8. What do you mean by blanket overhead rate?
9. What is “Production Statement”?
10. Write short notes on “Tender Price”.

Part B

(5 × 5 = 25)

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

11. (a) Point out the objectives of cost accounting.

Or

- (b) Explain the factors to be considered before setting up a cost accounting system.

12. (a) The E.O.Q for an item is 800 units. The unit cost is Rs. 6 and inventory carrying charges 25% per annum. If the cost of one procurement is Rs. 150, determine the annual demand for the item.

Or

- (b) Shagoon India Ltd., provides the following information in respect of material 'X'.

Re-order period : 5 to 15 days

Average usage : 15 units per day

Maximum : 20 units per day

Yearly : 5000 units

Ordering costs are Rs. 20 per order

Purchase price per unit is Rs. 50

Storage costs are 10% of unit value

Compute

- (i) Re-order level
- (ii) Minimum level
- (iii) Maximum level

13. (a) From the following data given by the personnel department calculate the labour turnover rate by applying.

- (i) Separation method
- (ii) Replacement method
- (iii) Flux method

No of workers on the payroll:

At the beginning of the month 900

At the end of the month 1,100

During the month 10 workers left, 40 persons were discharged and 150 workers were recruited, Of these, 25 workers are recruited in the vacancies of those leaving, while the rest were engaged for an expansion scheme.

Or

(b) From the following data, prepare a statement showing the labour cost per man day of eight hours.

- (i) Basic salary and dearness allowance Rs. 300 per month.
- (ii) Leave salary to the workman 6 percent of the basic and D.A.
- (iii) Employer's contribution to provident fund 6% of (i) plus (ii)
- (iv) Employee's contribution to P.F. 6% of (i) and (ii)
- (v) Pro-rata expenditure on amenities to labour Rs. 25 per head per month.
- (vi) Number of working hours in a month 200.

14. (a) From the following calculate profit as per financial accounts.
- (i) Profit as per cost accounts Rs. 1,50,300
 - (ii) Works overhead charged in excess in financial accounts Rs. 8,000
 - (iii) Administrative overhead charged in excess as per cost accounts Rs. 3,000
 - (iv) Interest (credit) Rs. 9,900
 - (v) Dividend Rs. 2,000
 - (vi) Provision for income tax Rs. 9,000

Or

- (b) From the following data relating to a machine, calculate machine hour rate.

Purchase cost of the machine Rs. 2,00,000

Scrap value after 10 years of life Rs. 20,000

Yearly working hours 2,000

Charge 50% of depreciation as repairs

Power cost 5 units of power per hour @ Rs. 5 per unit
Oil expenses @ Rs. 20 per day of 8 hours.

Consumable stores @ Rs. 100 per day of 8 hours.

15. (a) Ascertain the cost and selling price from the following:

Material consumed Rs. 5,000

Wages paid Rs. 10,000

Works on cost 50% on wages

Office on cost 30% on works cost

Selling on cost 10% on works cost

Profit 20% on cost

Or

- (b) A factory produces 100 units of a commodity. The cost of production is.

	Rs.
Direct materials	10,000
Direct wages	5,000
Direct expenses	1,000
Factory overheads	6,500
Administrative overheads	3,480

If a profit of 25% on sales is to be realised, what would be the selling price of each unit of the commodity?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What are the advantages and limitations of cost accounting?
17. ABC company has purchased and issued materials as under:
- June 1 Stock of materials 200 units at Rs. 2.50 per unit.
3 Purchased 300 units at Rs. 3.00 per unit.
7 Purchased 500 units at Rs. 4.00 per unit.
10 Issued 600 units.
12 Purchased 400 units at Rs. 4.00 per unit
18 Issued 500 units.
24 Purchased 400 units at Rs. 5.00 per unit
28 Issued 200 units.

Ascertain the value of closing stock under (a) FIFO method and (b) LIFO methods of issue.

18. Calculate the total earning and the rate earned per hour of three workmen under the Halsey and Rowan plans; the bonus under Halsey plan is 50% of the time saved.

Standard time 20 hours;

Hourly rate of wages Rs. 4

Time taken by A— 16 hours, B—10 hours,C—8 hours

19. Describe the various methods of absorption of factory overhead
20. Prepare a cost sheet

	Rs.
Materials	
Stock on (1.1.2018)	50,000
Purchase	7,50,000
Stock on (31.12.2018)	1,00,000
Wages	6,00,000
Direct expenses	3,00,000
Factory on cost	2,00,000
Office on cost	1,00,000
Value of opening stock	5,40,000
Selling overhead	20 per unit
Sales price	150 per unit
Number of units produced	19,000 units
Opening stock of finished goods	6,000 units
Closing stock of finished goods	5,000 units

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Sub. Code

7BBA3C1

B.B.A. DEGREE EXAMINATION, APRIL 2023

Third Semester

Business Administration

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Organizational Behaviour?
2. What is the need for studying Organizational Behaviour?
3. Define 'Perception'.
4. What are the factors influencing personality?
5. What is Communication?
6. Define 'Leadership'.
7. What is conflict management?
8. What is Negotiation?
9. What is meant by Organisational Development?
10. List out the reasons for individual resistance.

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain the nature of OB.

Or

- (b) Explain the factors influencing Group behaviour.

12. (a) Explain the determinants of personality.

Or

- (b) State the importance of perception.

13. (a) What is Communication? Explain the functions of Communication.

Or

- (b) Explain “Trait theory of Leadership.”

14. (a) Explain the process of Negotiation.

Or

- (b) Bring out the consequences of stress.

15. (a) Describe the characteristics of Organizational development.

Or

- (b) What are the reasons for resistance to Organisational change?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain the fundamental concepts of Organisational behaviour.
 17. Explain the techniques of Group Decision making.
 18. Examine different styles of leaders.
 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-8884

Sub. Code

7BBA3C2

B.B.A. DEGREE EXAMINATION, APRIL 2023

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 do you mean by frequency polygon?
2. Mention any two limitations of statistics.
3. Define geometric mean.
4. What is the main use of finding mode?
5. Define coefficient of mean deviation.
6. What is meant by 'Coefficient of Variance'?
7. Define correlation.
8. Why there are two regression lines?
9. What are the two methods of construction of cost of living Index?
10. What are the various tests of adequacy of index numbers?

Part B

(5 × 5 = 25)

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

11. (a) Write short notes on histogram.

Or

- (b) Draw a histogram for the following data:

Age (in years)	2-5	5-11	11-12	12-14
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No. of boys	6	6	2	5
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Age (in years)	14-15	15-16
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No. of boys	1	3
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12. (a) What are the properties of a good average?

Or

- (b) What is the relationship between mean, median and mode? Under what circumstances are they equal.

13. (a) State the characteristics of standard deviation.

Or

- (b) The following are the sales figures of a firm for the last 12 months.

Month	1	2	3	4	5	6
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Sales (Rs. '000)	80	82	82	84	84	86
------------------	----	----	----	----	----	----

Month	7	8	9	10	11	12
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Sales (Rs. '000)	86	88	88	90	90	92
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Calculate the range and coefficient of range for sales.

14. (a) Distinguish between correlation and regression.

Or

(b) Explain briefly about Regression Analysis.

15. (a) Identify the four principal components of a time series and explain the kind of change, over time, to which each applies.

Or

(b) Calculate the three – month moving averages from the following data:

Jan	Feb	Mar	Apr	May	June
57	65	63	72	69	78
July	Aug	Sep	Oct	Nov	Dec
82	81	90	92	95	97

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the utility and limitations of diagrammatic presentation of statistical data.

17. Following is the cumulative frequency distribution of the preferred length of kitchen slabs obtained from the preference study on 50 housewives.

Length (Meters) more than	Number of Housewives
1.0	50
1.5	46
2.0	40
2.5	32
3.0	10
3.5	3

A manufacturer has to take a decision on what length of slabs to manufacture. What length would you recommend and why?

18. A study of 100 engineering companies gives the following information:

Profit (Rs. in Crores)	0-10	10-20	20-30	30-40
Number of Companies	8	12	20	30
Profit (Rs. in Crores)	40-50	50-60		
Number of Companies	20	10		

Calculate the standard deviation and variance of the profit earned.

19. Obtain rank correlation coefficient between the variables x and y from the following pairs of observed values:

x	50	55	65	50	55
y	110	110	115	125	140
x	60	50	65	70	75
y	115	130	120	115	160

20. The following table gives the average wholesale prices of three commodities, Rice, Wheat and Sugar for the year 2011 to 2015. Compute chain base index numbers chained to 2011.

Commodity	2011	2012	2013	2014	2015
Rice	2	3	5	7	8
Wheat	8	10	12	14	18
Sugar	4	5	7	9	12

F-8885

Sub. Code

7BBA3C3

B.B.A. DEGREE EXAMINATION, APRIL 2023

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 do you mean by computer software language?
2. What does compiler mean?
3. How current date and page numbers are inserted in footer?
4. What are the types of alignment in word document?
5. How can you add slide transition to a slideshow?
6. How can you insert audio clip in a Power point presentation?
7. What do you mean by cells in an Excel sheet?
8. What is Freeze panes in MS – Excel.
9. What do you mean by IP address?
10. What is Telnet?

Part B

(5 × 5 = 25)

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

11. (a) What is the relationship between hardware and software?

Or

- (b) Explain the functions performed by an operating system.

12. (a) How is spell – check performed in MS – Word?

Or

- (b) How rows and columns are inserted in a table of a word document?

13. (a) Write the procedure of inserting different types of objects in a presentation.

Or

- (b) Explain the procedure to copy the slide from one presentation to another.

14. (a) Explain pivot tables and its uses.

Or

- (b) Give the difference between COUNT, COUNT A, COUNT IF and COUNT BLANK in MS – Excel.

15. (a) What is meant by Email etiquette?

Or

- (b) What are the five most commonly used search engines?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the different functional units of a computer? Explain with the help of a diagram.
17. What are the different types of views available in MS – Word? Briefly discuss the features of each type of view.
18. What are the different features of MS – Power point?
19. What is the benefit of using formula in Excel Sheet? What is the ‘What If’ condition in Excel formulae?
20. How to create E – Mail?

F-8886

Sub. Code

7BBA4C1

B.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Business Administration

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define operations Management.
2. What is functional layout?
3. Define method study.
4. What is SIMO Chart?
5. What are the main elements of production planning and control?
6. What is a route sheet?
7. Define Quality.
8. What is an inspection ticket?
9. What do you understand by integrated materials management?
10. What is EOQ?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of plant location.

Or

- (b) What are the advantages of locating a plant in an urban area?

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

Or

- (b) What are therbligs? Illustrate any five therbligs with example.

13. (a) Write a short notes on the importance of material handling.

Or

- (b) Differentiate between production planning and production control.

14. (a) Explain the objectives of quality control

Or

- (b) How is inspection related to quality control?

15. (a) What are the duties and responsibilities of a storekeeper?

Or

- (b) Write short notes on ageing of inventories.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the principles of a good layout.
 17. Describe the procedure for conducting time study.
 18. State and explain the main functions of production planning and control.
 19. Explain the purposes and types of control chart.
 20. What are advantages and disadvantages of ABC analysis?
-

F-8887

Sub. Code

7BBA4C2

B.B.A DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List out the objectives of Marketing.
2. Write any two importance of Marketing.
3. What are the sub components of 'Place'?
4. What is market segmentation?
5. What is Product?
6. Write down the importance of branding.
7. Who is Wholesaler?
8. What are the services rendered by Retailers?
9. What are the components of Promotion Mix?
10. What is Personal Selling?

Part B

(5 × 5 = 25)

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

11. (a) Explain the concepts of marketing.

Or

- (b) What are the roles of a Marketing manager?

12. (a) What are the steps involved in Segmentation process?

Or

- (b) Briefly explain about 'Buying decision process'

13. (a) Explain the concept of 'Product life cycle'.

Or

- (b) What are the Characteristics of good brand name?

14. (a) Discuss the important features of Skimming pricing.

Or

- (b) What is a channel level? Explain the different levels?

15. (a) Explain AIDA model of selling.

Or

- (b) What are the Merits and Demerits of Sales promotion?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain Marketing environment.
 17. Explain the elements of Marketing mix.
 18. Enumerate the various classification of products.
 19. Explain the factors influencing pricing decisions.
 20. Explain the various techniques of Sales promotion.
-

F-8888

Sub. Code

7BBA4C3

B.B.A. DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Business Administration

COMPUTER APPLICATION IN BUSINESS —II

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Give any three important features of tally software.
2. What is meant by double entry system? Give an example of it.
3. Write a note on LIFO and FIFO.
4. What is a stock group? Explain it with an example.
5. What is a purchase order?
6. What is a regular voucher? What is the use of it?
7. How reports can be modified in tally?
8. What is meant by multi account printing?
9. Explain in brief exchange and merging of data.
10. Write about reconciliation of bank accounts.

Part B

(5 × 5 = 25)

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

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

Or

- (b) How a sales order is processed?

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

Or

- (b) Illustrate with an example creation of stock items in multiple mode.

13. (a) Explain stock journal voucher with the help of an example.

Or

- (b) How a cost centre can be created? Explain with an example.

14. (a) What are the components available in balance sheet configuration screen?

Or

- (b) What are the printing options available under tally?

15. (a) Explain the various types of security available in tally.

Or

- (b) Write about import and export of data.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the inventory features of tally.
17. Briefly explain the following with an example:
 - (a) shut a company;
 - (b) create a company;
 - (c) alter a company;
 - (d) delete a company.
18. Give an illustrative example demonstrating the effect of inventory on accounting.
19. Briefly explain the menu options available under inventory reports.
20. Illustrate with steps, to record the below in tally and generate final accounts.

Abdul Rehman Khan & Brothers

Trial Balance

As on 31st March, 2017

S.No	Heads of Account	Ref	Balance (Rs.)	
			Debit	Credit
1	Opening stock		5,000	
2	Purchase		16,750	
3	Discount allowed		1,300	
4	Wages		6,500	
5	Sales			30,000
6	Salaries		2,000	
7	Travelling expenses		400	

8	Commission	425	
9	Carriage inward	275	
10	Administration expenses	110	
11	Trade expenses	600	
12	Interest	250	
13	Building	5,000	
14	Furniture	200	
15	Debtors	4,250	
16	Creditors		2,100
17	Capital		13,000
18	Cash	2,040	
	Total	<u>45,100</u>	<u>45,100</u>

Stock at March 31st, 2017 was Rs. 600.

F-8889

Sub. Code

7BBA4C4

B.B.A. DEGREE EXAMINATION, APRIL 2023.

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 meant by centroid?
2. Write a note on “Linear Demand Curve”.
3. What is meant by infinite set?
4. Write a note on “Difference of sets”.
5. State the uses of differential calculus.
6. Explain differentiation rule.
7. Define – Definite integral.
8. State some standard results for integral calculus.
9. What is unit matrix?
10. What is scalar multiplication?

Part B

(5 × 5 = 25)

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

11. (a) Show that the points (2, -1), (3, 4), (-2, 3) and (-3, -2) form a rhombus.

Or

- (b) For a manufacturer of dry cells, the daily cost of production for cells is given by $C(X) = \text{Rs. } 2.05X + \text{Rs. } 550$. If the price of a cell is Rs. 3. Determine the minimum number of cells that must be produced and sold to ensure no loss.
12. (a) Write down the following sets in tabulation method.
- (i) The set A of all odd natural numbers less than 10.
 - (ii) The set B of all square numbers less than 100.
 - (iii) The set C of all prime numbers between 10 and 20.
 - (iv) The set D of all days in a week.
 - (v) The set E of all vowels in English alphabet.

Or

- (b) If $A = \{2, 5\}$, $B = \{5, 6\}$, $C = \{6, 8\}$ Verify that $A \times (B \cap C) = (A \times B) \cap (A \times C)$.
13. (a) Find the derivation of the given function:

$$f(x) = 6x^3 - 9x + 4$$

Or

- (b) Differentiate $(x^2 - 1)(x^2 + 2)$ with respect to x .

14. (a) Find the maxima or minima of the function $Y = (x^3 - 3x + 1)$.

Or

(b) Evaluate $\int \frac{4x}{(2x^2 + 4)^3} dx$.

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

Or

(b) Find the rank of matrix: $\begin{pmatrix} 2 & 2 & 2 & 6 \\ 4 & -2 & 6 & 8 \\ 10 & -2 & 14 & 22 \end{pmatrix}$.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Find the equation to the line which has slope $-\frac{13}{19}$ and passes through the point of intersection of the lines $2x - y + 5 = 0$ and $x + y = 1$.
17. Using Ven diagram verify.
- (a) $A - (B \cup C) = (A - B) \cap (A - C)$
- (b) $A - (B \cap C) = (A - B) \cup (A - C)$
18. For the cost function $y = 1000x - 80x^2 + 3x^3$ for x units, find the average cost, marginal cost and marginal average cost.
19. The demand function $P = 30 - 2x$. The supply function $2P = 5 + x$. Find Consumer's surplus.
20. Solve the system equations by matrix inverse method.
- $$\begin{aligned} x + 2y - z &= 2 \\ 3x - 4y + 2z &= 1 \\ -x + 3y - z &= 4 \end{aligned}$$

F-8890

Sub. Code

7BBA5C1

B.B.A DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Research.
2. What is descriptive research?
3. What is hypothesis?
4. State the need for research design.
5. What is primary data?
6. What is Convenience Sampling?
7. What are the levels of measurement?
8. What is tabulation?
9. What is a research report?
10. What is Bibliography?

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the different types of Business Research? Explain.

12. (a) Explain the steps involved in formulating a research problem.

Or

- (b) What are the features of good research design?

13. (a) What are the advantages and disadvantages of observation method?

Or

- (b) Explain the factors influencing sample size.

14. (a) Describe the various types of scaling.

Or

- (b) Narrate the characteristics of a good Table.

15. (a) Describe the guidelines in report writing.

Or

- (b) Explain the significance of a research report.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the different steps involved in a research process.
 17. Describe the different types of research designs.
 18. Explain the various methods of sampling.
 19. Explain the following
 - (a) Nominal Measurement
 - (b) Ordinal Measurement
 - (c) Interval Measurement
 - (d) Ratio Measurement
 20. Explain the different types of research report.
-

F-8891

Sub. Code

7BBA5C2

B.B.A. DEGREE EXAMINATION, APRIL 2023.

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 meant by common size statements?
3. Find out current ratio from the following information:

Cash	Rs. 20,000
Debtors	Rs. 20,000
Inventory	Rs. 1,20,000 and
Current liabilities	Rs. 80,000
4. What do you mean by turnover ratios?
5. What is fund flow statement?
6. What are the major sources of cash inflows?
7. Define 'Marginal costing'.
8. What is meant by P/v Ratio?

9. What is 'standard costing'?
10. What do you mean by "Standard Hour"?

Part B (5 × 5 = 25)

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

11. (a) What do you understand by analysis and interpretation of financial statements?

Or

- (b) From the following Balance sheet, prepare a comparative Balance sheet.

Balance sheet as on 31st December 2020

Liabilities	2019	2020	Assets	2019	2020
	Rs.	Rs.		Rs.	Rs.
Bills payable	50	75	Cash	50	70
Tax payable	100	150	Debtors	300	450
Creditors	150	200	Stock	100	200
15% Debentures	100	150	Land	100	120
12% preference shares	200	200	Buildings	250	225
Equity capital	300	300	Plant	200	180
Reserves	200	250	Furniture	100	80
	1,100	1,325		1,100	1,325

12. (a) State the significance of accounting ratios in the analysis of financial statement.

Or

- (b) Determine the value of closing stock from the following details:

Sales	Rs. 4,00,000
Gross profit ratio	10% on sales
Stock velocity	4 times

13. (a) What do you mean by Funds from operation?
Or
(b) What are the objects of cash flow statement?
14. (a) Define break-even analysis and outline its applications.
Or
(b) Given:
Fixed cost Rs. 8,000
Profit earned Rs. 2,000 and
Break-even sales Rs. 40,000
Find actual sales.
15. (a) What is 'variance'? Indicate its significance to the management.
Or
(b) What are the merits of standard costing?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. What essential respects in management accounting different from financial accounting?
17. Explain the Dupont control chart.
18. The financial position of Ram is given below:

Liabilities	1.12.2010	31.12.2010	Assets	1.12.2010	31.12.2010
	Rs.	Rs.		Rs.	Rs.
Creditors	145	125	Cash	200	150
Capital	3,695	3,075	Debtors	100	65
			Stock	40	85
			Building	500	400
			Plant	3,000	2,500
	3,840	3,200		3,840	3,200

There were no drawings or purchases of assets during the year. Prepare a statement of cash flow from operating activities.

19. In a year, the position of Y Ltd, was as follows:

	Rs.
Sales	1,20,000
Variable overheads	<u>96,000</u>
Contribution	24,000
Fixed overheads	<u>16,000</u>
Net profit	<u>8,000</u>

Find out:

- (a) P/v Ratio
 - (b) B.E.P
 - (c) Net profit from the sale of Rs. 1,30,000
 - (d) Required sales for a net profit of Rs. 10,000.
20. From the data given below, calculate labour variances for the two departments.

	Dept. A Rs.	Dept. B Rs.
Actual gross wages (direct)	2,000	1,800
Standard hours produced	8,000	6,000
Standard rate per hour	30 paise	35 paise
Actual Hours worked	8,200	5,800

F-8892

Sub. Code

7BBA5C3

B.B.A DEGREE EXAMINATION, APRIL 2023

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. What is meant by Interview?
4. Define Recruitment.
5. What are the on-the-job training methods?
6. State the purpose of training.
7. What is meant by promotion?
8. What is performance appraisal?
9. What is meant by Industrial Relations?
10. State the importance of Collective bargaining.

Part B

(5 × 5 = 25)

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

11. (a) List out the objectives of HRM.

Or

- (b) Briefly discuss about the future of HRM.

12. (a) What are the types of employment tests?

Or

- (b) Briefly explain about the recruitment process.

13. (a) State the difference between training and development.

Or

- (b) Explain the types of training.

14. (a) State the importance of wages and salary administration.

Or

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

15. (a) State the features of collective bargaining.

Or

- (b) State the importance of IR.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of HRM.

17. What are the advantages and disadvantages of various types of employment interview?

18. State the benefits of Training and development.

19. Discuss the various methods of wage payment.
 20. Elucidate the role of collective bargaining.
-

F-8893

Sub. Code

7BBAE1A

B.B.A. DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration

Elective: TOURISM MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is tourism?
2. What is meant by domestic tourism?
3. Name any four top tourism promoting countries.
4. What is meant by seasonality in tourism?
5. What is Tourism planning?
6. What is the first stage of the tourism planning process?
7. Give any two examples of automation in travel industry.
8. Which is the number one airline in India?
9. What is a motel?
10. What is a franchised hotel business model?

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the types of tourism products available?

12. (a) What makes tourist attraction?

Or

- (b) Explain the environmental impact on tourism.

13. (a) What is the difference between Tourism Administration and tourism management?

Or

- (b) What are the objectives of ITDC?

14. (a) What is the role of travel agents?

Or

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

15. (a) What is the main purpose of hotel management?

Or

- (b) What are the different types of referrals?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different types of tourism in India.

17. Explain the factors that affect the development of tourism in India.

18. Discuss the initiatives taken by government to promote tourism in India.
 19. What are the functions of International Air Transport Association (IATA)?
 20. Explain any two major hotel chains in India.
-

F-8894

Sub. Code

7BBAE1B

B.B.A DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration

Elective – MARKETING RESEARCH

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Marketing Research.
2. What are the nature of marketing research?
3. What is exploratory research?
4. What is meant by hypothesis?
5. What is meant by primary data?
6. What do you mean by interview?
7. What is census?
8. What is meant by Report Writing?
9. What do you mean by motivation research?
10. What is consumer research?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of Marketing Research.

Or

- (b) What are the scope of Marketing Research?

12. (a) Explain the scientific methods in Marketing Research.

Or

- (b) Explain the conclusive research.

13. (a) Explain the methods of data collection.

Or

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

14. (a) Explain the reasons for sampling.

Or

- (b) What is non-probability sampling? Explain.

15. (a) What are the techniques of product research?

Or

- (b) What are the limitations of advertising research?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Role of Marketing Research Agencies.

17. Explain the various methods of research design.

18. Explain the types of errors in information from respondents.
 19. Explain the scaling techniques in detail.
 20. Explain the steps in test marketing.
-

F-8895

Sub. Code

7BBAE2A

B.B.A DEGREE EXAMINATION, APRIL 2023

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 do you mean by supplementary services?
2. Define Service Marketing.
3. What is service layout?
4. What is customer service benchmarking?
5. What is service marketing mix?
6. What is service offer?
7. What is skimming pricing?
8. What is promotion?
9. What is meant by services cape?
10. What is a distribution channel for a service?

Part B

(5 × 5 = 25)

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

11. (a) Explain the problems in marketing services.

Or

- (b) Explain the importance of service marketing.

12. (a) What are the steps for service blue printing?

Or

- (b) What are the benefits of service design?

13. (a) Why is it more difficult to brand services than to brand goods?

Or

- (b) Explain the characteristics of service marketing mix.

14. (a) What are the factors to be considered in pricing of service?

Or

- (b) What are the objectives of advertising?

15. (a) What are the factors to be considered in choosing a service location?

Or

- (b) Explain the types of Services Process.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain the evolution and growth of service sector in India.
 17. What are the factors to be considered in designing service process?
 18. Explain the stages in developing new services.
 19. Briefly explain the different methods of service promotion.
 20. What are the different distribution channels in a service business?
-

F-8896

Sub. Code

7BBAE2B

B.B.A DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration

Elective – INSURANCE MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Insurance.
2. What are the types of Insurance?
3. State any four Insurance companies in India.
4. What is risk?
5. List the types of Marine Insurance Policies.
6. What is meant by 'Premium'?
7. What is Fire Insurance?
8. How to handle a loss in case of a fire?
9. Write a note on 'Motor Insurance'?
10. What do you mean by 'Privatisation'?

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of Insurance.

Or

- (b) What are the functions of Insurance Management?

12. (a) Emphasize the need for risk management.

Or

- (b) Briefly explain the management of LIC of India.

13. (a) What are the features of Marine Insurance?

Or

- (b) Briefly explain about Marine Insurance management.

14. (a) Explain the types of fire Insurance policies.

Or

- (b) State the characteristics of fire Insurance.

15. (a) What are the formalities involved in a vehicle insurance claim settlement?

Or

- (b) What is covered in Burglary Insurance policy?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain about Indian Insurance Industry.
 17. Explain the various methods of risk measurement.
 18. Elaborate the role of manager in Marine Insurance business.
 19. Explain the claim process for Fire Insurance.
 20. Explain the features and benefits of rural Insurance Schemes in India.
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F-8897

Sub. Code

7BBA6C1

B.B.A. DEGREE EXAMINATION, APRIL 2023

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 is the meaning of investment?
2. What is meant by rights share?
3. What is NIM?
4. What do you mean by listing of securities?
5. Define risk.
6. What is fundamental analysis?
7. What is Relative Strength Index?
8. What are open ended mutual fund schemes?
9. What is meant by efficient frontier?
10. What are formula plans?

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between investment and speculation.

Or

- (b) Explain the features of a good investment.

12. (a) Explain the features of a primary market.

Or

- (b) Differentiate primary market from secondary market.

13. (a) What are the types of risk? Explain them briefly.

Or

- (b) What is the use of charting patterns? Explain the two major charting patterns.

14. (a) What are the objectives of portfolio management?

Or

- (b) What is meant by levered portfolio? How is it constructed?

15. (a) Explain the role of revision in the process of managing a portfolio.

Or

- (b) Explain Trynor's Performance Index.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Investment process.
 17. Explain the Trading Mechanism of Secondary Market.
 18. What are the different statistical techniques used in calculation of return? How far one is better than the other?
 19. What are the assumptions of Capital Assets Pricing Theory? Distinguish between CML and SML.
 20. Explain the Jensen Index of portfolio performance.
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F-8898

Sub. Code

7BBA6C2

B.B.A. DEGREE EXAMINATION, APRIL 2023

Sixth Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define financial management.
2. What is capital gearing?
3. What is meant by zero coupon bonds?
4. What is commercial paper?
5. What is cost of capital?
6. Sri Ganesh Ltd., issues 5,000 12% debentures of Rs. 100 each at par. The tax rate is 40%. Calculate before tax and after tax cost of debt.
7. Define budget.
8. What is a master budget?
9. What is meant by capital rationing?
10. What are mutually exclusive projects?

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of financial management.

Or

- (b) What is optimal capital structure? Explain its essential features.

12. (a) Explain the dangers of inadequate working capital.

Or

- (b) Explain the features of equity shares as a source of finance. What are its limitations?

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

Or

- (b) Differentiate between implicit cost and explicit cost.

14. (a) Define ' budgetary control' and how is it exercised?

Or

- (b) What is sales budget and how is it prepared?

15. (a) Explain the need and importance of capital budgeting.

Or

- (b) A company has to choose one of the following two mutually exclusive projects. Investment required for each project is Rs. 15,000. Both the projects have to be depreciated on straight line basis. The tax rate is 50%

Profit before depreciation

Year	Project A Rs.	Project B Rs.
1	4,200	4,200
2	4,800	4,500
3	7,000	4,000
4	7,000	5,000
5	2,000	10,000

Calculate pay – back period.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of financial management.
17. M Ltd. sells its product on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the year ended 31.3.16

Sales at 3 month's credit	Rs.4,00,000
Raw materials	1,20,000
Wages paid – 15 days in arrears	96,000
Manufacturing expenses paid – 1 month in arrear	1,20,000
Administrative expenses paid – 1 month in arrear	48,000
Sales promotion expenses – payable half yearly in advance	20,000

The company enjoys 1 month's credit from the suppliers of raw materials and maintains 2 month's stock of raw materials and 1 ½ month's stock of finished goods. The cash balance required to be maintained is at Rs. 10,000. Assuming a 10% margin, find out the working capital requirements.

18. What is overall cost of capital? How is it determined?
19. For the production of 10,000 electric automatic irons; the following are the budgeted expenses:

	Per unit Rs.
Direct material	60
Direct Labour	30
Variable overhead	25
Fixed overhead (Rs. 1,50,000)	15
Variable expenses (Direct)	5
Selling expenses (10% fixed)	15
Administration expenses (Rs. 50,000 rigid for all levels of production)	5
Distribution expenses (20% fixed)	5
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Total cost of sales per unit	160
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Prepare a budget for the production of 6,000 and 8,000 irons.

20. Explain the various methods of evaluating capital expenditure decisions.

F-8899

Sub. Code

7BBA6C3

B.B.A. DEGREE EXAMINATION, APRIL 2023

Sixth Semester

Business Administration

BUSINESS LAW

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Can an acceptance be revoked?
2. Who is competent to a contract?
3. What is fraud?
4. Define a contract of indemnity.
5. When can an unpaid seller resell?
6. What are future goods?
7. What is agency by necessity?
8. Who is an universal agent?
9. What are holding companies?
10. What is subscribed capital?

Section B

(5 × 5 = 25)

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

11. (a) Write a short note on quasi contract.

Or

- (b) When does an offer comes to an end?

12. (a) Explain the rules in Clayton's case.

Or

- (b) State the consequences of misrepresentation.

13. (a) Mention the various rules relating to an auction sale.

Or

- (b) What are the different methods of delivery of goods?

14. (a) Distinguish between a subagent and substituted agent.

Or

- (b) When is agency irrevocable?

15. (a) What is the effect of issuing the certificate of incorporation?

Or

- (b) Distinguish between director and managing director.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. “No consideration — No contract” — Explain and give exceptions to the rule.
 17. Explain the various ways in which a contract may be discharged by operation of law.
 18. Explain and illustrate the implied warranties and implied conditions in a contract of sale.
 19. In what circumstances is an agent personally liable to a third party?
 20. Discuss the various clauses of memorandum of association.
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F-8900

Sub. Code

7BBAE3A

B.B.A. DEGREE EXAMINATION, APRIL 2023

Sixth Semester

Business Administration

Elective : RETAIL MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is retailing?
2. What is global retailing?
3. What is meant by retail strategy?
4. What is super market?
5. What do you mean by space allocation?
6. What is meant by location strategy?
7. What is FDI in retail?
8. What do you mean by electronic data interchange?
9. What is meant by Global retail market?
10. Who is a foreign retailer?

Part B

(5 × 5 = 25)

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

11. (a) Explain the classification of retailing.

Or

- (b) What are the importances of retailing?

12. (a) Explain the merits and demerits of discount stores.

Or

- (b) Explain the functions of super markets in detail.

13. (a) What are the objectives of Good Store Design?

Or

- (b) Explain the techniques in Visual Merchandising.

14. (a) Explain the importance of legislation for Retailing.

Or

- (b) What are the environmental factors affecting Retailing in India?

15. (a) Explain the strategic planning process for global retailing.

Or

- (b) What are the challenges facing by global retailers?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the trends in Retailing.

17. Explain the types of departmental stores in detail.

18. Explain the types of layouts in retail organization.
 19. Explain the challenges to retail developments in India.
 20. What are the factors affecting the success of a global retailing strategy?
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F-8901

Sub. Code

7BBAE3B

B.B.A. DEGREE EXAMINATION, APRIL 2023

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 foreign market?
2. Give some examples International Marketing.
3. What do you mean by import?
4. What are the contents in export policy?
5. What is pre shipment finance?
6. What is meant by financial institution?
7. Who is a consumer?
8. What is market research?
9. Define globalization.
10. What do you mean by foreign trade?

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the differences between domestic and international marketing?

12. (a) What are the documents needed for Export?

Or

- (b) Explain the characteristics of operational documents.

13. (a) What are the incentives available for exporters?

Or

- (b) Explain the institutional support to promote exports.

14. (a) Explain the process of standardization.

Or

- (b) Explain the adaptation procedure.

15. (a) Explain the steps in foreign trade.

Or

- (b) What are the advantages of globalization?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the trends in India's foreign trade.
 17. Explain the growth and development of export in India.
 18. Explain the types of letter of credit.
 19. Explain the steps in international market research.
 20. Explain the role of MNCs.
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