

F-0144

Sub. Code

7BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Demand
2. What is Law of supply?
3. What is meant by Elasticity of Demand?
4. What is returns to scale?
5. What is meant by economic costs?
6. What do you mean by sunk cost?
7. What is monopoly?
8. What is perfect competition?
9. What are the financing for consumer activities?
10. What is creation of credit?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature of managerial economies.

Or

- (b) What is demand analysis? Explain.

12. (a) Explain the types of indifference curve analysis.

Or

- (b) Explain the concept of increasing returns to scale.

13. (a) Write the difficulties in measuring national income.

Or

- (b) What are the types of economic costs?

14. (a) Explain the principles of scales maximization.

Or

- (b) What is monopolistic competition? Explain.

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

Or

- (b) What are the merits of monetary policies?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the determinants of demand.

17. Explain the Diminishing Marginal Returns vs. Returns to Scale: What's the difference?

18. How do you find the breakeven point in economics?
 19. Explain the concept of normal profit in detail.
 20. Explain the primary functions of commercial banks.
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F-0145

Sub. Code

7BBA1C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define financial accounting.
2. What is a ledger?
3. What are adjustment entries?
4. What is an average due date?
5. What is meant by statement of affairs?
6. What are the various methods of ascertainment of profit or loss under single entry system?
7. What is legacy? How will you deal with this while preparing the final accounts of a club?
8. State whether the income and expenditure account makes difference between capital and revenue receipts or payments?
9. What is depletion?
10. What are the objectives of providing depreciation?

Part B

(5 × 5 = 25)

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

11. (a) What are the objectives of book-keeping? How does book-keeping differ from accounting?

Or

- (b) What is a Trial Balance? What are the advantages of preparing T/B.

12. (a) What are the uses and limitations of Balance Sheet?

Or

- (b) Shyam prepared goods from Hari, the due dates for payment in cash being as follows :

Rs.			
March	15	400	Due 18 th April
April	21	300	Due 24 th May
April	27	200	Due 30 th June
May	15	250	Due 18 th July

Hari agreed to draw a Bill for the total amount due on the average due date. Ascertain that date.

13. (a) Differentiate single entry system from double entry system.

Or

- (b) Mr. Guru maintain his books on single entry system. He gives you the following information :

	Rs.
Capital as on 1.4.2013	4,80,000
Capital as on 31.3.2014	5,40,000
Drawings during the financial year	1,50,000
Capital introduced during the financial year	90,000

You are required to calculate profit or loss made by Mr. Guru during 2013-14.

14. (a) State the difference between Receipts and Payments Account and Income and Expenditure Account.

Or

- (b) Calculate what amount will be posted to Income and Expenditure Account for the year ending 31st December, 2018 :

Stock of Stationary on 1 st January, 2018	Rs.
	300
Creditors for Stationary on 1 st January, 2018	200
Advances paid for stationary carried forward from 2017	20
Total amount paid for stationary during the year 2018	1,080
Stock of stationary on 31 st December, 2018	50
Creditors for stationary on 31 st December, 2018	130
Advance paid for stationary on 31 st December 2018	30

15. (a) What are the causes for depreciation?

Or

- (b) On 1st January, 2012, Ram and Sons purchased a machine costing Rs. 1,00,000. Its working life is 10 years. It has been decided to depreciate it at the rate of 12½% on the Diminishing Balance Method. Show the Machinery Account for first three years.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Enter the following transactions in proper subsidiary books :

2020	Jan.	1	Sold goods to Ramar Rs. 2,000
	"	2	Hari sold his goods Rs. 1,500
	"	3	Purchased goods from Krishna Rs. 3,000
	"	4	Govind purchased goods for Rs. 700
	"	5	Ramar returned goods Rs. 100
	"	6	Returned goods to Hari Rs. 250
	"	7	Govind returned goods Rs. 50
	"	8	Returned goods to Krishna Rs. 450
	"	9	Bought of Patel Rs. 1,700
	"	10	Suresh bought goods from us Rs. 1,100
	"	11	Returned goods to Patel Rs. 200
	"	12	Suresh returned goods Rs. 75

17. From the following Trial Balance prepare Trading and Profit and Loss Account for the year ended 31.12.2020 and a Balance Sheet as on that date.

Trial Balance as on 31.12.2020

Particulars	Debit	Credit
	Rs.	Rs.
Capital		80,000
Sales		50,000
Purchases	30,000	
Salaries	4,000	
Rent	3,000	
Insurance	600	
Drawings	10,000	

Particulars	Debit Rs.	Credit Rs.
Machinery	56,000	
Bank	9,000	
Cash	4,000	
Stock	10,400	
Debtors	5,000	
Creditors		2,000
	<u>1,32,000</u>	<u>1,32,000</u>

Adjustments :

- (a) Closing stock Rs. 9,800
- (b) Salaries outstanding Rs. 600
- (c) Rent paid in advance Rs. 400
- (d) Depreciate Machinery at 10%
- (e) Bad debts written off Rs. 500

18. Mr. Brown keeps her books by single entry. She started business on 1st April, 2019 with Rs. 3,00,000. On 31st March, 2020 her position was as under :

	Rs.
Cash in hand	8,000
Sundry Creditors	50,000
Cash at bank	20,000
Bills payable	10,000
Furniture	40,000
Outstanding expenses	8,000
Plant	2,00,000
Sundry Debtors	1,50,000
Stock	1,50,000
Bills Receivable	15,000

Ascertain the profit or loss made by Mr. Brown during 2019-20.

19. The following is the Receipts and Payments Account of Silver Streek Cricket Club for the year ended 31.12.2013. You are required to prepare the Income and Expenditure Account for 2013 and Balance Sheet as at 31.12.2013 of the club :

Receipts	Rs.	Payments	Rs.
Opening Balance :		New Building	
Cash	290	constructed	75,000
Bank	3,710	Souvenir	2,000
Subscriptions	12,000	Salaries	6,000
Donations	13,000	Postage	500
Activities collection	6,900	Telephone	500
Sale of old newspaper	300	Electricity	600
Souvenir Advertisement	5,800	Maintenance	
Endowment Income	3,000	Expenses	12,000
Sale proceeds of old		Newspapers	500
Building at book value	60,000	Closing Balance :	
Income from Investments @ 10%	4,000	Cash	300
		Bank	11,600
	1,09,000		1,09,000

	Rs.
For 2012 (due as at 31.12.2012 Rs. 1,500) Received	1,000
For 2014 Advance	1,200
Due for 2013	800
Expenses Outstanding :	
Salary	1,200
Electricity	100
Telephone	100
Postage	100
Provide Depreciation of Building @ 5%	

20. A Company purchased a four year's lease on January 1, 2015 for Rs. 20,150. It is decided to provide for the replacement at the end of four years by setting up a Depreciation Fund. It is expected that investments will fetch interest at 4 per cent. Sinking Fund Tables show that to provide the requisite sum at 4 per cent at the end of four years, an investment of Rs. 4,745.02 is required. Investments are made to the nearest rupee.

On December 31, 2018, the investments are sold for Rs. 14,830. On 1st January, 2019, the same lease is renewed for a further period of 4 years by payment of Rs. 22,000.

Show the important ledger accounts to record the above.

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7BBA2C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 are the contributions of F.W.Taylor?
3. Define planning.
4. What are the types of plans?
5. What are the characteristics of organizing?
6. What are the principles of organizing?
7. What is motivation?
8. What is staffing?
9. Define Controlling.
10. What are the needs of co-ordination?

Part B

(5 × 5 = 25)

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

11. (a) Explain the qualities of a manager.

Or

- (b) What are the roles of top level manager? Explain.

12. (a) Explain the Contingency plan.

Or

- (b) Explain the importance of Decision making.

13. (a) Write the staff organization merits and demerits.

Or

- (b) What is matrix organization structure?

14. (a) Explain the Alderfer theories of motivation.

Or

- (b) Explain the Mc Gregor Theory.

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

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the contributions of Henry Fayol.
17. Explain the planning process in detail.
18. Explain the types of groups.
19. Explain the selection process in detail.
20. Explain the techniques of Controlling.

F-0147

Sub. Code

7BBA2C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is uniform costing?
2. Define the term “Cost Unit”.
3. Write a note on “Bin card”.
4. What is decentralised purchasing?
5. What is idle time?
6. What is time study?
7. Why is reconciliation of cost and financial accounts necessary?
8. What is meant by semi-variable overhead?
9. What are the industries that apply unit costing?
10. Distinguish between production account and cost sheet.

Part B

(5 × 5 = 25)

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

11. (a) State the functions of cost accounting.

Or

- (b) What are the essentials of goods costing system?

12. (a) XYZ Ltd produces a component from a single raw material in economic lots of 1,000 units at a cost of Rs. 25 per order. Average Annual demand is 20,000 units. The cost of placing an order is Rs. 25. Calculate the annual holding cost per unit.

Or

- (b) The components A and B are used as follows.

Average consumption 40 units

Normal usage 50 units per week

Minimum usage 25 units per week

Maximum usage 75 units per week

Re-order quantity A : 300 units

B : 500 units

Re-order period A : 4 to 6 weeks

B : 2 to 4 weeks

Maximum lead time for emergency purchase

A : 1 day

B : 2days

Calculate for the each component

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

13. (a) The following information relates to the personnel department of a factory for the month of April 2004.

Number of workers on April, 1, 2004	950
Number of workers on April, 30, 2004	1050
Number of workers who quit the factory in April	10
Number of workers discharged in April	30
Number of workers engaged in April (including 120 on account of expansion scheme)	140

Calculate the labour turnover rate under different methods.

Or

- (b) From the following particulars, calculate the labour cost per man day of 8 hours.

- (i) Basic salary Rs. 5 per day
- (ii) Dearness allowance : 20 paise per every point over 100 cost of living index for workers.
Current cost of living index 800 points.
- (iii) Leave salary 5% of (i) and (ii)
- (iv) Employer's contribution to provident fund 8% of (i) and (ii)
- (v) Employer's contribution to state insurance : 5% of (i), (ii) and (iii)
- (vi) Number of working days in a month : 25 days of 8 hours each.

14. (a) The profit as per the cost accounts was Rs. 1,50,000. Calculate the profit as per the financial accounts on the basis of the following information.

- (i) The works overhead were under-recovered in the cost accounts by Rs. 6,200.

- (ii) The administration expenses were under-recorded in the financial accounts by Rs. 2,750.
- (iii) Depreciation charges over-recorded in the cost accounts by Rs. 1,900.
- (iv) Interest received on investment Rs. 1,000.

Or

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

Cost of machine	Rs. 11,000
Scrap value	Rs. 1,000
Repairs for the effective working life	Rs. 1,500
Standing charges for 4 weekly period	Rs. 1,600
Power used : 6 unit per hour at 50 paise per unit	
Effective working life : 10,000 hours	
Hours worked in 4 weekly period : 120 hours.	

15. (a) From the following particulars prepare a statement showing cost per cabinet and profit per cabinet sold. The cabinets manufactured are classed in Super and A – One. There is no opening or closing stock of the cabinet.

	Super Rs.	A-One Rs.
Materials	12,400	13,232
Wages	22,540	25,358

Woks on cost to be 100% on wages and office on cost to be 25% on works cost. 500 super cabinets were sold during the year at Rs. 200 per cabinet, where as price of A-One cabinet was Rs. 180 and the number of A-One cabinets sold was 600. What is the total profit for the year?

Or

- (b) The accounts of a machine manufacturing company disclose the following information for the six months ending 31st December 2019.

Materials used Rs. 1,50,000; Direct wages Rs. 1,20,000; Factory overheads Rs. 30,000 and Administrative expenses Rs. 15,000.

Prepare the cost sheet of the machines and calculate the price which the company should quote for the manufacture of a machine requiring materials value Rs. 1,250 and expenditure in productive wages Rs. 750, so that the price might yield a profit of 20% on the selling price.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the important methods of costing.
17. Show the stores ledger entries as they would appear when using.
- (a) The weighted average method
- (b) The simple average method.

		Unit	Price
April 1	Balance in hand	300	2.00
April 2	Purchased	200	2.20
April 4	Issued	150	
April 6	Purchased	200	2.30
April 11	Issued	150	
April 19	Issued	200	
April 22	Purchased	200	2.40
April 27	Issued	150	

18. Standard output of a product has been fixed at 6 units per day of 8 hours. Normal wage per day Rs. 12. Determine the total wage including the bonus payable under Halsey & Rowan plan, when the output are 5, 8, 12 and 15 units per day made by the workers A, B, C and D respectively.
19. Explain the different methods of classification of overhead.
20. The following data relate to the manufacture of products during the month of January
- Raw material consumed Rs. 80,000
- Direct wages Rs. 48,000
- Machines hours worked Rs. 8,000
- Machine hour rate Rs. 4
- Office overhead 10% of works cost
- Selling overhead 1.50 per unit
- Unit produced 4,000
- Unit sold 3,600 at Rs. 50 each
- Prepare a cost sheet and show:
- (a) Cost per unit
- (b) Profit for the period.
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F-0148

Sub. Code

7BBA3C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Organization.
2. Mention the nature of OB.
3. Define 'Personality'.
4. What is Decision Making?
5. List out the objectives of communication?
6. Name the various leadership styles.
7. What is stress management?
8. What are the sources of conflict?
9. What is meant by 'Change'?
10. What is O.D intervention?

Part B

(5 × 5 = 25)

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

11. (a) Explain the features of OB.
- Or
- (b) Explain the factors influencing individual behaviour.
12. (a) State the personality attributes that influence OB.
- Or
- (b) Explain about group Decision Making process.
13. (a) Briefly explain the communication process.
- Or
- (b) Explain “Managerial Grid”.
14. (a) What are the causes of conflict?
- Or
- (b) Explain the individual strategies in managing the stress.
15. (a) What are the basic OD assumptions?
- Or
- (b) Explain the significance of organizational change.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various factors influencing organizational behaviour.
17. What is perception? What are the factors that affect perception? Discuss in detail.

18. Explain the barriers to effective communication?
 19. What are the various sources of Work Stress? Explain in detail.
 20. Discuss the major OD interventions.
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F-0149

Sub. Code

7BBA3C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 descriptive statistics?
2. What is a pie chart?
3. Find the median for the given sample data: 11, 13, 18, 21, 30, 49.
4. What is the purpose of central tendency?
5. Explain the term variance.
6. Name the various Measures of dispersion.
7. What would be your interpretation if the correlation coefficient 'r' is equal to
 - (a) 0 and
 - (b) 0.9
8. What is regression?

9. What is Fisher's Ideal Index?
10. What is time series analysis?

Part B

(5 × 5 = 25)

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

11. (a) Classify each variable as discrete or continuous
- (i) Lifetime (in hours) of table lamps.
 - (ii) Number of cars rented each week.
 - (iii) Number of cups sold each day by coffee shop.
 - (iv) Weights of boys in a school.
 - (v) Capacity (in gallons) of ten jugs of oil.

Or

- (b) How to formulate frequency distribution?
12. (a) The mean age of six persons is 49 years. The ages of five of these six persons are: 55, 39, 44, 51 and 45 years respectively. Find the age of the sixth person.

Or

- (b) Which is the best central tendency measured? Explain
13. (a) Following are the temperatures (in degrees Celsius) observed during 7 days in a city:

11, 23, 6, 14, -2, 16, 19

Find the range, variance, and the standard deviation.

Or

- (b) Differentiate mean deviation from standard deviation.

14. (a) Explain the meaning and significance of the concept of correlation.

Or

- (b) Find the regression line X on Y

X 2 4 6 8

Y 10 20 25 30

15. (a) What do you mean by Consumer Price Index? Explain the precautions to be taken in the use of it.

Or

- (b) Monthly sales revenue data were collected for a collected for a company for 2020:

Month	Sales in Rs. '000	Month	Sales in Rs. '000
Jan	125	Jul	137
Feb	145	Aug	157
Mar	186	Sep	198
Apr	131	Oct	143
May	151	Nov	163
Jun	192	Dec	204

Find three years moving average.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the significance of diagrams and graphs in statistics.
17. A frequency distribution of marks is given below. Compute the mean, median and mode.

Marks	20-29	30-39	40-49	50-59	60-69	70-79	80-89
No. of students	2	6	18	36	25	17	8

18. Calculate the coefficient of variation for the data given below:

Classes	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	7	14	21	30	20	8

19. From the following marks obtained by 8 students in two subjects, compute Spearman's rank co-efficient of correlation.

X	15	20	28	12	40	60	20	80
Y	40	30	50	30	20	10	30	60

20. By using the methods of least squares, fit a straight line trend.

Year	2015	2016	2017	2018	2019	2020	2021
Production	672	824	968	1205	1464	1758	2015

F-0150

Sub. Code

7BBA3C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 is a computer?
2. Write about assemblers.
3. What is meant by grammar check?
4. How to create a word document?
5. What is a slide pane?
6. Write about animation in slides.
7. What is a spreadsheet?
8. What is a workbook?
9. What is meant by web page?
10. Write about FTP.

Part B

(5 × 5 = 25)

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

11. (a) Write a brief note on operating system.

Or

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

12. (a) How to save a word document?

Or

- (b) What is meant by formatting? What formatting options can be applied to a word document?

13. (a) What is a PowerPoint? What are the uses of it?

Or

- (b) How texts can be added to slides? Explain with a diagram.

14. (a) How to open a workbook? Explain with pictorial representation.

Or

- (b) How to close and quit excel?

15. (a) Write short notes on the following :

(i) HTML

(ii) http

(iii) URL

Or

- (b) What is meant by WWW? Explain some of the WWW terms.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What is a package? Bring out the components of a package.
 17. Explain in detail the concept of mail merge with suitable example.
 18. How tables and graphs be inserted in a PowerPoint?
 19. How worksheets can be formatted?
 20. What is meant by Internet Protocol? What are the different types of Internet Protocol?
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F-0151

Sub. Code

7BBA4C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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** questions.

1. What is meant by localisation?
2. Define operations Management.
3. What is work study?
4. How will you measure work?
5. What is production planning?
6. What is scheduling?
7. What is 'quality control'?
8. What is inspection?
9. Define 'Inventory'.
10. What is meant by 'Store Keeping'?

Part B

(5 × 5 = 25)

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

11. (a) State the principle of plant layout.

Or

- (b) What are the functions of operations management?

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

Or

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

13. (a) What are the uses of Scheduling?

Or

- (b) What are the various types of material handling equipments?

14. (a) State the need for quality control.

Or

- (b) What are the methods of inspection?

15. (a) Explain the importance of inventory control.

Or

- (b) Describe about material issue procedure.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain about different types of layout.

17. Explain the different steps involved in method study.

18. Explain about planning, routing and scheduling process.
 19. Explain in detail the fundamentals of inspection.
 20. Explain the following:
 - (a) EOQ
 - (b) ABC Analysis
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F-0152

Sub. Code

7BBA4C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. State the importance of Marketing.
3. Define the term 'Market'.
4. Define consumer behavior.
5. What is product line?
6. Define the term 'trademark'.
7. What is retailing?
8. What is the meaning of pricing?
9. What is AIDA?
10. What is sales forecasting?

Part B

(5 × 5 = 25)

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

11. (a) What are the roles of Marketing Manager?

Or

- (b) Describe the organization of marketing department.

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

Or

- (b) Explain the factors influencing consumer behavior.

13. (a) Explain the concept of 'trademark and labeling'.

Or

- (b) Explain the factors influencing product mix decision.

14. (a) What are the factors influencing pricing decisions?

Or

- (b) Explain the types of distribution channels.

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

Or

- (b) What are the merits and demerits of sales promotion?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain about Marketing environment.
 17. Explain the bases of segmentation.
 18. Explain the various classification of products.
 19. Explain the strategies of pricing.
 20. Explain the procedure of effective selling.
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F-0153

Sub. Code

7BBA4C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

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. Bring out the golden rules of accounting.
2. How sales order is processed?
3. What is meant by units of measure?
4. List out some of the types of budget.
5. Write a note on optional voucher.
6. What is a purchase order voucher?
7. Write a note on invoice.
8. Narrate about display menu.
9. Write a note on ODBC.
10. Briefly explain backup of data.

Part B

(5 × 5 = 25)

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

11. (a) Write about extended enterprise features in detail.

Or

- (b) What are the inventory features available in Tally?

12. (a) Explain about creating groups using single mode.

Or

- (b) Describe the primary groups of revenue nature.

13. (a) How sales order is processed in Tally?

Or

- (b) How regular voucher is recorded in Tally? Explain with an example.

14. (a) Explain briefly the purpose of cash flow statement.

Or

- (b) Briefly explain the various options available under statements of accounts.

15. (a) Write about Import and Export of data.

Or

- (b) What is meant by stock summary? Give a format of it with suitable diagram.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the role of computer in accounting.
17. Elaborately explain the configuration settings for inventory.
18. Explain in detail the various types of accounting vouchers.
19. What are the types of printing? How it can be configured?
20. From, the following transactions prepare a profit and loss account and balance sheet for Vijay Agencies.
 - (a) Vijay Agencies started a business with cash Rs.7,50,000 and deposited Rs.50,000 in Canara bank.
 - (b) Purchased furniture for Rs.1,500 and given advertisement for Rs.1,000.
 - (c) Purchased goods; 4 Samsung TV @ Rs.18,000 from Samsung Company.
 - (d) Purchased goods; 3 Videocon washing machine @ Rs. 8,000 and 3 Videocon TV @ Rs.9,000 from Videocon Company.
 - (e) Sold goods; 1 Samsung TV @ Rs. 22,000 and 1 Videocon washing machine @ Rs. 9,500 to Mr. Sam.
 - (f) Sold goods; 3 Samsung TV @ 22,000 and 3 Videocon TV @ Rs. 12,000 to M/s. Arun Lodge.
 - (g) Deposited Rs.10,000 in Canara Bank.

F-0154

Sub. Code

7BBA4C4

B.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. Define – Break even analysis.
2. Write a note on “Linear Supply Curve”.
3. What is meant by void set?
4. Write a note on “Cartesian product”.
5. Explain power function rule.
6. What do you mean by differential calculus?
7. Define – Indefinite integral.
8. What is consumer surplus?
9. What is scalar matrix?
10. What is notations in matrices?

Section B $(5 \times 5 = 25)$ Answer **all** questions, choosing either (a) or (b).

11. (a) Show that the following points $(2,-2)$, $(8,4)$, $(5,7)$ and $(-1,1)$ form a rectangle.

Or

- (b) A company expects fixed cost to be Rs. 30,000 and variable cost Rs. 42,000 when the sales will be Rs. 60,000.
- (i) Find the BEP.
- (ii) What will be the profit when sales is Rs. 1,20,000?
12. (a) Write down the following sets in set builder form.
- (i) The set A of all months in a year.
- (ii) The set B of all English alphabet.
- (iii) The set C of all days in a week.
- (iv) $D = \{3,6,9,\dots\}$
- (v) $E = \{1,3,5,\dots\}$

Or

- (b) Verify the Demorgan's law regarding set difference be Venn diagram.
13. (a) Differentiate $\frac{x^4 - 9}{x^2 + 3}$ with respect to x .

Or

- (b) If $Y = \frac{x^2 + 1}{x^3} + \log x$ find $\frac{dy}{dx}$.

14. (a) Investigate the maxima or minima of $y = 40 - 4x + x^2$.

Or

- (b) Evaluate $\int \frac{2x-3}{6x^2} dx$.

15. (a) If $A = \begin{pmatrix} 4 & 2 \\ 4 & 0 \end{pmatrix}$ then find the value of $A^3 - 3A^2 + A$.

Or

- (b) If $\begin{pmatrix} a & 3a-b \\ 2a-c & 3b-d \end{pmatrix} = \begin{pmatrix} 3 & 2 \\ 5 & 7 \end{pmatrix}$ find a, b, c, d .

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Find the equation of the line joining the origin point intersection of $2x + 5y - 4 = 0$ and $3x - 2y + 2 = 0$.
17. If $U = \{0,1,2,3,4,5,6,7,8,9\}$ is the universal set and $A = \{2,3,4,8\}$, $B = \{1,3,4\}$, $C = \{3,4,5,6\}$ verify the following.
- (a) $(A \cup B) \cap C = (A \cap C) \cup (B \cap C)$
- (b) $(A \cup B) \cup C = A \cup (B \cup C)$
- (c) $A \cap (B \cup C) = (A \cap C) \cup (A \cap B)$
18. The total cost in Rs. of output x is given by $c = \frac{2x}{3} + \frac{35}{2}$
Find
- (a) Cost when output is 4 units.
- (b) Average cost of output of 10 units.
- (c) Marginal cost when output in 3 units.

19. Given the demand function $P = 8 - 2x$. The supply function $P = 2 + x$. Find the consumer's surplus and the Producer's surplus.

20. Solve the system equations by matrix inverse method.

$$2x + 4y + z = 5$$

$$x + y + z = 6$$

$$2x + 3y + z = 6$$

F-0155

Sub. Code

7BBA5C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Business Research.
2. Name the different types of research.
3. Define 'Null hypothesis'.
4. Define research design.
5. What is secondary data?
6. Define Sample.
7. Write any two advantages of Likert Scale.
8. What is coding?
9. Write the types of reports.
10. What is executive summary?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature and scope of Business Research.

Or

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

12. (a) Describe the steps in testing of hypothesis.

Or

- (b) Explain exploratory research design.

13. (a) Explain different types of Survey.

Or

- (b) Write short notes on the following.

(i) Simple random sampling

(ii) Stratified sampling

14. (a) Explain the following.

(i) Bar chart

(ii) Pie chart

Or

- (b) Compare Likert scale and Guttman scale.

15. (a) Enumerate the various contents of a report.

Or

- (b) What are the precautions in writing research reports?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors considered while selecting research problem.
 17. Explain the major components of research design.
 18. Explain the merits and demerits of sampling.
 19. Explain the steps involved in processing data.
 20. What are the essentials of Good report?
-

F-0156

Sub. Code

7BBA5C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 a comparative financial statement?
3. Bring out any two significance of ratio analysis.
4. Write a note on current ratio.
5. What is a fund flow statement?
6. How Proposed dividend treated in preparation of fund flow statement?
7. What is meant by marginal costing?
8. Write a note on limiting factor.
9. List down any three disadvantages of standard costing.
10. Explain direct material variances.

Part B

(5 × 5 = 25)

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

11. (a) What are the limitations of trend analysis?

Or

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

12. (a) Explain profitability ratios and its significance.

Or

- (b) Describe long-term solvency ratios.

13. (a) From the following balance sheets, prepare a statement of changes in working capital.

Liabilities	2020 (Rs.)	2021 (Rs.)	Assets	2020 (Rs.)	2021 (Rs.)
Capital	2,00,000	2,10,000	Land	1,00,000	1,20,000
P&L A/c	28,000	49,000	Investments	28,000	48,000
Bank loan	–	10,000	Stock	58,000	54,000
Creditors	39,000	30,000	Debtors	53,000	59,000
			Cash at Bank	28,000	18,000
	<u>2,67,000</u>	<u>2,99,000</u>		<u>2,67,000</u>	<u>2,99,000</u>

Or

(b) Calculate cash flow from operating activities.

Particulars	Rs.
Total sales for the year	10,00,000
Total purchases for the year	6,50,000
Commission received during the year	10,000
Office expenses for the year	15,000
Administrative expenses for the year	20,000
Income tax paid during the year	12,000

14. (a) Bring out the advantages and disadvantages of marginal costing techniques.

Or

(b) The following information is given: Margin of safety Rs.50,000, representing 40% of sales, P/V ratio is 30%, calculate

(i) Break even sales

(ii) Fixed cost

15. (a) From the following particulars calculate

(i) Material Cost Variance

(ii) Material Price Variance and

(iii) Material Usage Variance.

Material	Standard Quantity (kg)	Standard Price (Rs.)	Actual Quantity (kg)	Actual Price (Rs.)
A	10	2	5	3
B	20	3	10	6
C	20	6	15	5
	<hr/> 50 <hr/>		<hr/> 30 <hr/>	

Or

- (b) The standard time and rate for unit component are given below:

Standard hours 20 per unit

Standard rate Rs.5 per hour

Actual hours 20500 hours

Actual rate per hour Rs.4.80

Actual production 1000 units

Calculate Labour Cost Variance; Labour Efficiency Variance and Labour Rate Variance.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the functions of management accounting?
17. From the following details, prepare a Balance Sheet of the company:

Current ratio	3.0	Quick ratio	2.5
Net working capital	Rs.50,000	Stock turnover ratio	6 times

Gross profit ratio	25%	(Cost of goods sold/closing stock)	
Fixed assets turnover ratio	2 times	Debtors turnover ratio	2 months
Fixed assets to shareholders net worth	0.80	Reserves and surplus to capital	0.25

18. From the following balance sheet prepare fund flow statement.

Liabilities	2020 (Rs.)	2021 (Rs.)	Assets	2020 (Rs.)	2021 (Rs.)
Capital	60,000	65,000	Goodwill	30,000	25,000
P and L A/c	34,000	26,000	Plant and Machinery	60,000	50,000
Current Liabilities	12,000	3,000	Current assets	16,000	19,000
	<u>1,06,000</u>	<u>94,000</u>		<u>1,06,000</u>	<u>94,000</u>

Additional Information:

- (a) Depreciation of Rs.20,000 on plant and machinery was charged to profit and loss account
- (b) Dividends of Rs.12,000 were paid during the year.

19. From the following particulars explain which sales mix should be selected?

Particulars	Product A	Product B
Direct materials	Rs.10	Rs.9
Direct labour	Rs.3	Rs.2
Variable expenses	Rs.3	Rs.2
Sales Price	Rs.20	Rs.15
Fixed expenses	Rs.800	

Sales mixtures:

- (a) A 100 units and B 200 units
- (b) A 150 units and B 150 units
- (c) A 200 units and B 100 units

20. The information regarding the composition and hourly wage rates of labour force engaged on a job scheduled to be completed in 30 hours are as follows:

Category of workers	Standard		Actual	
	No. of workers	Hourly wage rate per worker	No. of workers	Hourly wage rate per worker
Skilled	75	6	70	7
Semi-skilled	45	4	30	5
Unskilled	60	3	80	2

The work was completed in 32 hours. Calculate labour variances.

F-0157

Sub. Code

7BBA5C3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What are the activities of HR department?
3. What is job description?
4. What is selection?
5. What is executive development?
6. What is off-the job training?
7. Define Salary.
8. What is promotion?
9. State the importance of Industrial relations.
10. State the benefits of collective bargaining.

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of HRM.

Or

- (b) Explain the principles of Personnel Management.

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

Or

- (b) What are the types of interview?

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

Or

- (b) Explain the importance of Training and Development in organisations.

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

Or

- (b) What are the types of promotion? Explain.

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

Or

- (b) Discuss about the role of collective bargaining in organisations.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the future of HRM.
 17. Explain the methods of job evaluation.
 18. Explain the methods of executive development.
 19. Briefly explain the modern Methods of Performance appraisal.
 20. Explain the collective bargaining process in India.
-

F-0158

Sub. Code

7BBAE1A

B.B.A DEGREE EXAMINATION, NOVEMBER 2023

Fifth Semester

Business Administration

Elective – TOURISM MANAGEMENT

(CBCS – 2017 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. What is tourism industry?
2. What is inward tourism?
3. What is tourism destination?
4. Mention the benefits of domestic tourism.
5. What is tourism planning?
6. State the objectives of STDC.
7. What is automation in travel industry?
8. What do you mean by retail travel agency?
9. What is a hotel franchise?
10. What is incentives in hotel industry?

Section B

(5 × 5 = 25)

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

11. (a) What are the obstacles of travel?

Or

- (b) Mention the various components of tourism product.

12. (a) How do you develop tourist attractions?

Or

- (b) How does foreign exchange help tourism?

13. (a) Explain the need for tourism planning.

Or

- (b) Write a note on “National Tourism Administration”.

14. (a) Explain the different modes of Air transport.

Or

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

15. (a) Analyse the role of advertising in tourism.

Or

- (b) List out the major hotel chains in India.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the origin and growth of tourism.
17. Describe the positive and negative environmental impact of tourism.

18. Examine the objectives and functions of ITDC.
 19. Describe the world tourism organization.
 20. Discuss the importance of hotel for promoting tourism.
-

F-0159

Sub. Code

7BBAE1B

B.B.A DEGREE EXAMINATION, NOVEMBER 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 Research.
2. What are the uses of marketing research?
3. What is meant by research problem?
4. Define Research Design.
5. What is meant by secondary data?
6. What do you mean by questionnaire?
7. What is sampling?
8. What is Likert scale?
9. What do you mean by product research?
10. What is sales analysis research?

Part B

(5 × 5 = 25)

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

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

Or

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

12. (a) Explain the procedure of Marketing Research.

Or

- (b) Explain the difficulties in applying scientific methods.

13. (a) Write the steps in drafting questionnaire.

Or

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

14. (a) Explain the types of scaling.

Or

- (b) What is probability sampling? Explain.

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

Or

- (b) What are the merits of sales analysis research?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the types of research.
17. Explain the methods of marketing research such as descriptive and experimental research.
18. Explain the advantages and disadvantages of evaluating secondary data.
19. Explain the classification and tabulation of data in detail.
20. Explain the procedures in Consumer Research.

F-0160

Sub. Code

7BBAE2A

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 services?
2. Give some examples for Service Industries.
3. What is service benchmark?
4. Define blue print.
5. What is meant by service delivery system?
6. What do you mean by service offer?
7. What is service promotion?
8. What is meant by publicity?
9. What is meant by physical evidence?
10. What is service location?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature of services.

Or

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

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

Or

- (b) Explain the uses of blue printing.

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

Or

- (b) What are the characteristics of service marketing mix process?

14. (a) Explain the skimming pricing with examples.

Or

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

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

Or

- (b) What are the strategies for creating customer-oriented service delivery?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the growth of service sector.
 17. Explain the types of service layout.
 18. Explain the traditional marketing mix.
 19. Explain the types of advertising. Give examples.
 20. What are the channels of distribution of services?
-

F-0161

Sub. Code

7BBAE2B

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. State the nature of Insurance business.
2. Who is "Insurer"?
3. What is risk management?
4. What do you mean by insurance coverage?
5. What is Marine Insurance?
6. Why is fire insurance important?
7. What are the types of fire insurance in India?
8. What are the documents required to file fire insurance claim?
9. What is Burglary Insurance?
10. What is covered in Motor Insurance?

Part B

(5 × 5 = 25)

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

11. (a) Elaborate the principles of Insurance.

Or

- (b) Describe the importance of Insurance Management.

12. (a) What are the benefits of Life Insurance plans?

Or

- (b) Classify risks and explain them in detail.

13. (a) Explain the types of Marine Insurance policies.

Or

- (b) Explain the claim process for Marine Insurance Policy.

14. (a) What are the recent trends in Fire Insurance business?

Or

- (b) Explain the policy conditions and rate fixation in fire insurance.

15. (a) Explain the various types of Motor Insurance.

Or

- (b) Explain about Personal Accident Insurance.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the role of Insurance company manager.
 17. Elaborate the types of Life Insurance policies in India.
 18. Explain the recent trends in Marine Insurance Business.
 19. Explain the role of Manager in Fire Insurance.
 20. Discuss about the impact of privatisation of Insurance Industry.
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F-0162

Sub. Code

7BBA6C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Investment.
2. What are the elements of Investment?
3. Define capital market.
4. What is meant by primary market?
5. What is risk?
6. What is meant by return?
7. What is portfolio management?
8. What are the needs of portfolio?
9. Define index.
10. What do you mean by constant ratio?

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature of investment management.

Or

- (b) What are the advantages and disadvantages of preference shares? Explain.

12. (a) Explain the parties involved in the NIM.

Or

- (b) Explain the methods of trading.

13. (a) Write the types of risk.

Or

- (b) Explain the purpose of fundamental analysis.

14. (a) Explain the objectives of portfolio.

Or

- (b) Explain the significance of sharpe model.

15. (a) What are the needs of portfolio evaluation?

Or

- (b) What are the significances of Jensen's Performance Index?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the investment process.

17. Explain the functions of secondary market in detail.

18. Explain the efficient market theory.
 19. Explain the capital asset pricing model in detail.
 20. Explain the Reynar's Performance Index.
-

F-0163

Sub. Code

7BBA6C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What are the basic financial decisions?
2. Define capital structure.
3. What do you understand by ploughing back of profits
4. What is trade credit?
5. What is meant by weighted average cost of capital?
6. Victory Ltd., issued Rs. 2,00,000 9% Debentures at a premium of 10%. The floatation cost (issue expenses) was 2%. The tax rate is 40%. Compute the cost of debt before tax and after tax.
7. What is a cash budget?
8. What do you understand by Zero Base budgeting?
9. What do you understand by capital budgeting?
10. What is cut-off rate?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the significance of finance function.

Or

- (b) Write short notes on point of indifference.

12. (a) Explain the factors that determine the working capital needs of a firm.

Or

- (b) What is a debenture? Explain the features of debentures.

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

Or

- (b) Why debt is regarded as the cheapest source of finance for a profit making firm?

14. (a) From the following particulars, prepare a Production Budget of a company for the year ended June 2020.

Product	Sales (units) (as per sales budget)	Estimated Stock (units)	
		1 July 2019	30 June 2020
A	1,50,000	14,000	15,000
B	1,00,000	5,000	14,500
C	70,000	8,000	8,000

Or

- (b) What are flexible and fixed budgets?

15. (a) What is pay-back period? What are its merits and demerits?

Or

- (b) Project X initially costs Rs. 25,000. It generates the following cash inflows:

Year	Cash inflows Rs.	Present value of Re. 1 at 10%
1	9,000	0.909
2	8,000	0.826
3	7,000	0.751
4	6,000	0.683
5	5,000	0.621

Taking the cut-off rate at 10%, suggest whether the project should be accepted or not. (use NPV)

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the factors which determine the capital structure of a firm.
17. From the following estimates, calculate the average amount of working capital required:

	Per annum Rs.
Average amount locked up in stock:	
Stock of finished goods and work-in-progress	10,000
Stock of stores, materials etc.	8,000
Average credit given:	
Local sales -2 week's credit	1,04,000

Outside the state -6 week's credit	3,12,000
Time available for payments:	
For purchases - 4 weeks	78,000
For wages— 2 weeks	2,60,000
Add 10% to allow for contingencies.	

18. The capital structure and after tax cost of different sources of fund are given below:

Sources of Funds	Amount Rs.	Proportion To Total	After tax Cost %
Equity share capital	7,20,000	0.30	15
Retained earnings	6,00,000	0.25	14
Preference share capital	4,80,000	0.20	10
Debentures	6,00,000	0.25	8

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

19. Discuss the advantages and essentials for the success of budgetary control.
20. What are the factors which influence capital expenditure decision?

F-0164

Sub. Code

7BBA6C3

B.B.A DEGREE EXAMINATION, NOVEMBER 2023

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 a tacit contract?
2. Who is an alien enemy?
3. What is duress?
4. What are ordinary damages?
5. What is an agreement to sell?
6. Define the term "Condition".
7. Who is a mercantile agent?
8. What is agency by estoppel?
9. Define a Government company.
10. What is called up capital?

Part B

(5 × 5 = 25)

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

11. (a) Describe the essentials of a valid offer.

Or

- (b) Explain the importance of commercial law.

12. (a) What are the characteristics of fraud?

Or

- (b) What is the defense against the plea of undue influence?

13. (a) Explain the term “document of title” and mention few examples.

Or

- (b) What are the rights of a buyer?

14. (a) Explain the nature and extent of agents authority?

Or

- (b) What are the essentials of an agency?

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

Or

- (b) What is the legal position of the directors?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the contractual capacity of minors.
17. Explain the circumstances under which a surety is discharged.
18. Discuss the rules for transfer of property.
19. Discuss the various modes of termination of agency.
20. Distinguish between memorandum of association and Articles of association.

F-0165

Sub. Code

7BBAE3A

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Retail Management.
2. Give some examples for Retailing.
3. Define Retail Strategy.
4. What is meant by retail organization?
5. What is location strategy?
6. What is meant by retail space allocation?
7. What is foreign direct investment?
8. What is e-tailing?
9. Define global retailing.
10. What do you mean by foreign market?

Part B

(5 × 5 = 25)

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

11. (a) Explain the classification of retailing.
Or
(b) Does Retail as a career? Explain.
12. (a) Explain the developing and applying retail strategy.
Or
(b) Explain the merits and demerits of corporate chains.
13. (a) Write the steps in controlling costs.
Or
(b) What are the differences between exterior and interior design?
14. (a) Explain the drivers of retail change in India.
Or
(b) Explain the e-data interchange.
15. (a) What are the process of strategic planning for global retailing?
Or
(b) What are the benefits of global retail markets?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the functions of Retailing?
17. Explain the strategic retail planning process in detail.

18. Explain the techniques in visual merchandising.
 19. What are the challenges to retail developments in India?
 20. Explain the factors affecting the success of a global retailing strategy.
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F-0166

Sub. Code

7BBAE3B

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define International Marketing.
2. What is the nature of international marketing?
3. What is meant by export?
4. What are the differences between export and import?
5. What is discounting of bills?
6. What is meant by incentive?
7. What is foreign market?
8. What is meant by consumer behaviour?
9. Define promotion strategies.
10. What do you mean by pricing?

Part B

(5 × 5 = 25)

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

11. (a) Explain the domestic marketing.

Or

- (b) What are the different modes of international marketing?

12. (a) What are the statutory policy for importing the goods?

Or

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

13. (a) Briefly outline on modes of payment.

Or

- (b) What are the importances of letter of credit?

14. (a) Explain the competition in foreign markets.

Or

- (b) What are the ways to persuade the consumer behavior?

15. (a) What are the pricing policy for exports?

Or

- (b) What are the different types of distribution channel?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the hurdles in international marketing?
 17. Explain the procedure for exporting in detail.
 18. Explain the modus operandi of letter of credit.
 19. What are the challenges and issues in market research?
 20. Explain the factors affecting the success of international marketing strategy.
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