S–2836	Sub. Code
	23BBA1C1

B.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. Mention the major functional areas of management.

2. What do you mean by differential payment introduced by Taylor?

3. State the objectives of planning.

4. Distinguish between policies and procedures.

5. Define the term organization.

6. What do you mean by span of management?

7. Define the direction function of management.

8. Mention the different types of co-ordination.

9. Define the term business ethics.

10. State the different types of ethical issues in business.

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

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

11. (a) Explain the process of management.

Or

(b) Discuss the various roles of a manager.

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

Or

(b) Explain the characteristics of objectives.

13. (a) What are the advantages and disadvantages of departmentalization based on business?

Or

(b) State the differences between authority and power.

14. (a) Write a note on the nature of direction.

Or

(b) What are the requisites for excellent co-ordination?

15. (a) Explain the role of business ethics and values in business.

Or

(b) Discuss internal ethics and external ethics in business.

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

Answer any **three** questions.

16. Explain the contributions and limitations of administrative management.

17. Discuss the different types of decisions.

18. State the guidelines to be followed for effective delegation.

19. Explain the steps involved in control process.

20. Describe the role of business in protecting the environment.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Business Administration

ACCOUNTING FOR MANAGERS – I

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by double entry Book keeping?

2.   What do you mean by materiality concept?

3.   What is a petty cash book?

4.   What are the types of rectification of error?

5.   What is an outstanding expense?

6.   Define adjustment.

7.   List out any two advantages of hire purchase system.

8.   What is an installment system?

9.   Bring out any two differences from single entry system and double entry system.

10. Bring out any two disadvantages of a Single Entry System.

Part B   (5 × 5 = 25)

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

11. (a)   Explain the types of book keeping.

                              Or

    (b)   Prepare Trial Balance as on 31.03.2012 from the following balances of Ms. Maliha Afzal:

          Drawings Rs. 74,800, Purchases Rs. 2,95,700, Stock (1.04.2011) Rs. 30,000, Bills receivable Rs. 52,500, Capital Rs. 2,50,000, Furniture Rs. 33,000, Discount allowed Rs. 950, Sales Rs. 3,35,350, Rent Rs. 72,500 Freight Rs. 3,500, Printing charges Rs. 1,500, Sundry creditors 75,000, Insurance Rs. 2,700, Sundry expenses Rs. 21,000, Discount received Rs. 1,000 Bank loan Rs. 1,20,000, Stock (31.03.2012) Rs. 17,000, Income tax Rs. 9,500, Machinery Rs. 2,15,400 Bills payable Rs. 31,700.

12. (a)   What is suspense account? Explain with suitable example.

                              Or

    (b)   Prepare a simple cash book from the following information:

    2017 Jan. 1   Mr. Anish started business with cash Rs 1,95,000.

          3   Purchased furniture for office use Rs 57,500.

          4   Purchased goods worth Rs 71,000.

          7. Purchased machinery for Rs 65,000.

          10. Sold goods of Rs.84,300 to SVK and Co for cash.

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13. (a) Differentiate trial balance with balance sheet.

Or

(b) Write a format of profit and loss account.

14. (a) Explain the special features of hire purchase agreement.

Or

(b) On 1st April, 2008, Bihar Collieries obtained a machine on the hire purchase system, the total amount payable being Rs. 2,50,000. Payment was to be made Rs. 50,000 down and the balance in four annual instalments of Rs. 50,000 each. Interest charged was at the rate of 15 per cent. At what value should the machine be capitalized?

15. (a) Explain the Features of the Single Entry System.

Or

(b) Manu started business with a capital of Rs. 4,00,000 on 1st October, 2005. He borrowed from his friend a sum of Rs. 1,00,000. He brought further Rs. 75,000 as capital on 31st March, 2006, his position was: Cash: Rs. 30,000; Stock: Rs. 4,70,000; Debtors: Rs. 3,50,000 and Creditors: Rs. 3,00,000. He withdrew Rs. 8,000 per month during this period. Calculate profit or loss for the period.

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Answer any **three** questions.

16. Enter the following transaction into proper ledger account of Rahman.

   Jan 1. The business started with cash capital of Rs. 5,00,000

   Jan 2. Bought machinery for Rs. 1,50,000 and furniture for Rs. 60,000

   Jan 3. Purchased goods of Rs. 2,00,000 with cash

   Jan 4. Bought Stationery for Rs. 5,000

   Jan 5. Cash deposited into bank Rs. 90,000

   Jan 6. Goods sold to Malick for Rs. 1,15,000

   Jan 7. Purchased goods from Umar of Rs. 3,00,000

   Jan 8. Being Rs. 25,000 rent paid for premises.

   Jan 9. Cheque received from Malick of Rs. 1,05,000 and settled his account.

   Jan 10. Defective goods returned to Umar returned of Rs. 20000

17. From the following particulars, you are required to find out the errors in cash book and bank statement by using missing method and prepare Bank Reconciliation Statement as on 31-12-2016, for Chand Bibi Ltd:

   (a) Bank balance overdraft as per cash book 80,000.

   (b) Cheque recorded for collection but not sent to the bank 80,000.

   (c) Credit side of the cash book short 1,000.

   (d) Premium on proprietor's Life Insurance Policy (LIP) paid on standing order 5,000.

   (e) Bank Charges recorded twice in the cash book 100

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(f) Customer's cheque returned by the bank as dishonored 4,000.

(g) Bill Receivable collected by the bank directly on the behalf of company 20,000

(h) Cheque received entered twice in the cash book 6,000

(i) Cheque issued but dishonored on technical grounds 3,000

(j) A cheque deposited into the bank of worth Rs. 45,000 but Rs. 8,000 cheque was not collected by bank.

18. Prepare the trading and profit and loss account and balance sheet of M/s Shine Ltd from the following particulars.

Account Title	Amt.(Rs)	Account Title	Amt. (Rs)
Sundry Debtors	1,00,000	Bills Payable	85,550
Bad Debts	3,000	Sundry Creditors	25,000
Trade Expenses	2,500	Provisions for Bad Debts	1,500
Printing and Stationery	5,000	Return Outwards	4,500
Rent, Rates and Taxes	3,450	Capital	2,50,000
Freight	2,250	Discount Received	3,500
Sales Return	6,000	Interest Received	11,260
Motor Car	25,000	Sales	1,00,000

5

Account Title	Amt.(Rs)	Account Title	Amt. (Rs)
Opening Stock	75,550		
Furniture and Fixture	15,500		
Purchase	75,000		
Drawings	13,560		
Investments	65,500		
Cash in Hand	36,000		
Cash at Bank	53,000		
	4,81,310		4,81,310

Adjustments

(a) Closing stock was valued Rs.35,000.

(b) Depredation charged on furniture and fixture @ 5% and on motor car @ 10%.

(c) Further bad debts Rs.1,000. Make a provision for bad debts @ 5% on sundry debtors.

(d) Interest on drawings @ 6%.

(e) Rent, rates and taxes was outstanding Rs. 200.

19. Delhi Tourist Service Ltd. purchased from Maruti Udyog Ltd. a motor van on 1st April 2009 the cash price being Rs. 1,64,000. The purchase was on hire purchase basis, Rs. 50,000 being paid on the signing of the contract and, thereafter, Rs. 50,000 being paid annually on 31st March, for three years, Interest was charged at 15% per annum. Depreciation was written off at the rate of 25 per cent per annum on the reducing instalment system. Delhi Tourist Service Ltd. closes its books every year on 31st March. Prepare the necessary ledger accounts in the books of Delhi Tourist Service Ltd.

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20. Mahendra Keeps his books by Single Entry System. His position on 1ˢᵗ April 2012, was as follows : Cash in Hand Rs. 7,900, Cash at Bank Rs. 20,000, Debtors Rs. 18,000. Stock Rs. 29,000, Motor Car Rs. 5,000, Bank Loan Rs. 18,000 and Outstanding Expenses Rs 2,700.

On 1ˢᵗ October, 2012 Mahendra introduced Rs. 10,000 as further capital in the business and withdrew on the same date Rs. 7,000 out of which he spent Rs. 5,000 on the purchase of a Machinery for the business.

On 31ˢᵗ March 2013 his position was as follows: Cash in Hand Rs. 7,600, Cash at Bank Rs. 22,000, Stock Rs. 30,000 Debtors Rs. 25,700, Furniture Rs. 6,000, Creditors Rs. 25,200, and prepaid expenses Rs 200.

Prepare a Statement showing the Profit or Loss made by him during the year ended 31ˢᵗ March, 2013 and Opening and Closing Statement of affairs. Consider the following adjustments also.

(a) Depreciate Motor Car and Furniture @ 10% p.a. Furniture was purchased on 1ˢᵗ Oct., 2012.

(b) Provide Rs. 1,200 for Bad debts and provide 5% R.D.D.

(c) Goods taken for personal use by Mahendra amounting to Rs 1,500

(d) Provide interest on capital @ 10% p.a

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Business Administration

Allied — MANAGERIAL ECONOMICS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1.   Define Economics.

2.   What is meant by opportunity cost?

3.   Give the meaning of demand in economics.

4.   Define indifference curve.

5.   What do you mean by production function?

6.   Define the term economies of scale.

7.   What is pricing?

8.   What is price discrimination?

9.   Define market.

10. What is meant by Duopoly?

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

11. (a) Explain the relationship between micro, macro and managerial economics.

Or

(b) Illustrate the incremental cost concept.

12. (a) Briefly explain the Law of marginal utility analysis.

Or

(b) State the determinants of demand.

13. (a) What are the factors of production? Explain.

Or

(b) Briefly explain different types of costs.

14. (a) What are the general considerations of pricing?

Or

(b) Write a note on Dual pricing.

15. (a) State the reasons for the existence of monopoly.

Or

(b) Describe the concept of price rigidity under oligopoly.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the objectives of firm.

17. Describe the methods of demand forecasting.

18. Explain the Law of variable proportions.

19. Briefly explain the pricing methods.

20. State the characteristics of perfect competition.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Business Administration

BASICS OF EVENT MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Event Management.

2.   What is meant by an Event activity?

3.   Give the meaning of event co-ordination.

4.   What do you mean by event design?

5.   What is resource feasibility?

6.   Define SWOT Analysis.

7.   What are the 5Ps of event marketing?

8.   What do you mean by public relation?

9.   Why is event budget important?

10. Give the meaning of event sponsorship.

Part B   (5 × 5 = 25)

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

11. (a) State the importance of Event Management.

Or

(b) List out the characteristics of Event Management.

12. (a) How to develop an event?

Or

(b) Write a note on event evaluation.

13. (a) What are the resources required to make an event feasible?

Or

(b) Describe the phases of SWOT Analysis.

14. (a) What is the role of event planning?

Or

(b) Describe the marketing strategies adopted in event promotion.

15. (a) How do you determine the cost of an event?

Or

(b) Describe the types of event sponsorship.

2   **S–2839**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain briefly about different Event activities.

17. Describe the procedure for designing an event.

18. What are the different aspects of even feasibility? Explain.

19. How to develop a product in event promotion?

20. Explain the items to be included in an event budget.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

First Semester

Business Administration

MANAGERIAL COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What do you mean by communication?

2.   Define communication etiquette.

3.   What is offer letter?

4.   State the purpose of sales letters.

5.   What do you mean by interview?

6.   What are the skills make a presentation effective?

7.   Define Agenda.

8.   What is minutes of a meeting?

9.   What do you mean by virtual meeting?

10. Name few Professional Networking sites.

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

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

11.   (a)   Describe the different types of communication.

               Or

     (b)   How to make communication effective?

12.   (a)   Write a job application for the post of cashier in a retail shop.

               Or

     (b)   Describe the purpose of writing an enquiry letter.

13.   (a)   What are the points to be kept in mind while participating a group discussion?

               Or

     (b)   Describe the significance of body language communication.

14.   (a)   When to write reports?

               Or

     (b)   Describe the guidelines to be followed while preparing the minutes of a meeting.

15.   (a)   List out the advantages and disadvantages of E-mail communication.

               Or

     (b)   Discuss the uses of websites in business.

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

Answer any **three** questions.

16. Explain the barriers to communication.

17. Briefly explain the layout of a business letter.

18. Describe the different types of interviews with their merits and demerits.

19. Write a Resume of yourself for applying for a job.

20. How do modern forms of communication make the communication faster and effective?

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Marketing.

2. What do you mean by marketing mix?

3. Define segmentation.

4. What do you mean by product mix?

5. Define pricing.

6. What is physical distribution?

7. What do you mean by communication?

8. Define CRM.

9. Define Motivation.

10. What is digital Marketing?

Part B   (5 × 5 = 25)

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

11. (a) Explain the fundamentals of marketing.

Or

(b) Explain the concept of Marketing Mix.

12. (a) Discuss the need and basis of segmentation.

Or

(b) Explain the importance of Branding.

13. (a) Explain the significance of physical distribution.

Or

(b) Write the factors influencing pricing decisions.

14. (a) Describe the characteristics of communication.

Or

(b) Write a short note on sales promotion tools.

15. (a) Discuss the principles of sales force management.

Or

(b) Discuss the applications of digital marketing.

2   **S–2841**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the various environmental factors affecting the marketing functions.

17. Explain in detail the product life cycle.

18. Write the various kinds of marketing channels.

19. Write the characteristics of communication mix.

20. Explain the importance of compensation in detail.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Administration

ACCOUNTING FOR MANAGERS – II

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is cost sheet?

2. What is Quotation?

3. What are comparative statements also known as?

4. What is financial accounting?

5. State various types of Profitability ratios.

6. What is fund flow statement?

7. What is the difference between budget and budgeting?

8. How do you calculate a sales budget?

9. What is CVP analysis?

10. How to calculate marginal costing?

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

11. (a) Explain the importance of cost accounting.

Or

(b) Briefly explain the functions of cost accounting.

12. (a) Explain the nature of management accounting.

Or

(b) What are the difference between management accounting and financial accounting?

13. (a) Calculate (i) Credit turnover ratio (ii) Avenge payment period.

Bills payable on 1.1.2008   –   26,000

Bills payable on 31.1.2008   –   20,000

Creditors on 1.1.2008   –   40,000

Creditors on 31.1.2008   –   60,000

Total purchase   –   4,00,000

Cash purchase   –   30,000

Purchases return   –   5,000

Or

(b) What are the relationship between cash flow statement and Fund flow statement?

14. (a) Discuss the merits and demerits of Budgetary control.

Or

(b) What are the types of budget?

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15. (a) What are the main features of marginal costing?

Or

(b) Why is CVP analysis important?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the Scope of cost accounting.

17. What are the difference between management accounting and cost accounting?

18. From the following information calculate

(a) Current ratio

(b) Quick ratio

(c) Fixed assets ratio

(d) Debt-equity ratio and

(e) Proprietary ratio

Liabilities	Rs.	Assets	Rs.
Equity share capital	1,00,000	Cash in hand	2,000
6% Preference Share Capital	1,00,000	Cash at bank	10,000
7% Debentures	40,000	Bills receivable	30,000
8% Govt. loan	20,000	Investments	20,000
Bank Overdrafts	40,000	Debtors	70,000
Creditors	67,000	Stock	40,000
Proposed dividends	10,000	Furniture	30,000
Reserves	1,50,000	Land, Buildings	2,20,000
Provisions for tax	20,000	Machinery	1,00,000

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Liabilities	Rs.	Assets	Rs.
Profit and loss a/c	20,000	Goodwill	35,000
		Preliminary expenses	10,000
	5,67,000		5,67,000

19. Saurashtra Co. Ltd. wishes to arrange overdraft facilities with its bankers from the period August to October 2010 when it will be manufacturing mostly for stock. Prepare a cash budget for the above period from the following data given below:

Month	Sales (Rs.)	Purchases (Rs.)	Wag (Rs.)	Mfg. Exp. (Rs.)	Office Exp. (Rs.)	Selling Exp. (Rs.)
June	1,80,000	1,24,800	12,000	3,000	2,000	2,000
July	1,92,000	1,44,000	14,000	4,000	1,000	4,000
August	1,08,000	243,000	11,000	3,000	1,500	2,000
September	1,74,000	2,46,000	12,000	4,500	2,000	5,000
October	1,26,000	2,68,000	15,000	5,000	2,500	4,000
November	1,40,000	2,80,000	17,000	5,500	3,000	4,500
December	1,60,000	3,00,000	18,000	6,000	3,000	5,000

20. What do you understand by the term 'Break Even Point'? Why should it be calculated?

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Business Administration

Allied – INTERNATIONAL BUSINESS

(CBCS – 2023 onwards)

Time : Three Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is International Business?

2. What you mean by MNC?

3. What do you mean by trade?

4. What is mercantilism?

5. What is Foreign investment?

6. What is mean by Foreign exchange rate?

7. What do you understand by globalization?

8. What is non-tariff trade barrier?

9. Define WTO.

10. What is world hank?

Part B (5 × 5 = 25)

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

11. (a) Explain the Nature of International business.

    Or

    (b) Write a short note on Multinational Corporation.

12. (a) Explain the theory of Absolute advantage.

    Or

    (b) Briefly explain the concepts of The New Trade Theory.

13. (a) Explain the patter of Foreign investment.

    Or

    (b) What are the advantages of host and home countries?

14. (a) Explain the Drivers in globalization.

    Or

    (b) What is the world trade in goods and services in international business?

15. (a) What are the contemporary issues in international business?

    Or

    (b) Explain the functions of WTO and its implications for India.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the Scope of International Business.

17. What are the determinants of the Porter Diamond Model?

18. Explain the functions of foreign exchange market.

19. What are the non-tariff barriers in globalization with examples?

20. Describe the major objectives and functions of IMF.

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S–2844	Sub. Code
	23BBAA3

B.B.A. DEGREE EXAMINATION, APRIL 2024

Business Administration

Allied — BUSINESS STATISTICS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. Define Statistics.

2. What is diagrammatic representation?

3. What is standard deviation?

4. What is rank correlation?

5. What is meant by time series analysis?

6. Define the methods of least square.

7. What is index number?

8. List out the methods of index number.

9. Define alternative hypothesis.

10. What is F test?

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

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

11. (a) Daily income (in Rs) of ten families of a particular place is given below. Find out GM 85, 70, 15, 75, 500, 8, 45, 250, 40, 36.

Or

(b) State various functions of statistics?

12. (a) What are the various measures of skewness?

Or

(b) Compute coefficient of quartile deviation from the following data :

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

13. (a) Given below are the data relating to the production of sugarcane in a district. Fit a straight line trend by the method of least squares and tabulate the trend values.

Year	2000	2001	2002	2003	2004	2005	2006
Production of Sugarcane	40	45	46	42	47	50	46

Or

(b) What are the uses of time series?

2 **S–2844**

14. (a) Construct the index number for 2019 taking 2018 as base from the following data :

Commodity	Price in 2018 (Rs.)	Price in 2019 (Rs.)
A	50	60
B	40	80
C	70	110
D	90	70
E	50	40

Or

(b) State the concept index number.

15. (a) State the basic assumptions of the ANOVA.

Or

(b) The wages of the factory workers are assumed to be normally distributed with mean and variance 25. A random sample of 50 workers gives the total wages equal to Rs.2,550. Test the hypothesis $\mu = 52$, against the alternative hypothesis $\mu = 49$ at 1% Level of significance.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. The median and mode of the following wage distribution are Rs.33.5 and Rs.34 respectively. However three frequencies are missing. Determine their value.

Wages (Rs.)	0-10	10-20	20-30	30-40	40-50	50-60	60-70	Total
Frequencies	4	16	?	?	?	6	4	230

3

17. Calculate coefficient of correlation for the ages of husbands and their respective wives :

Age of husbands	23	27	28	29	30	31	33	35	36	39
Age of wives	18	22	23	24	25	26	28	29	30	32

18. Explain the components of lime series.

19. Calculate Fisher's price index number and show that it satisfies both Time Reversal Test and Factor Reversal Test for data given below.

Commodity	Price		Quantity	
	2015	2021	2015	2021
Rice	10	13	4	6
Wheat	25	18	7	8
Rent	25	29	5	9
Fuel	11	14	8	10
Miscellaneous	14	17	6	7

20. From the adult male population of seven large cities random samples of married and unmarried men as given below were taken. Can it be said that there is a significant variation among the people of different cities in the tendency to marry?

City	A	B	C	D	E	F	G	Total
Married	170	285	165	106	153	125	146	1150
Unmarried	40	125	35	37	55	35	33	360
	210	410	200	143	208	160	179	1510

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Business Administration

Allied – OPERATION RESEARCH

(CBCS – 2023 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. Define Operation Research

2. What is linear programming?

3. List out the methods used to obtain initial basic feasible solution in Transportation Problem.

4. What is NWC?

5. What are the two methods of assignment problem?

6. What is the Hungarian algorithm formula?

7. What is critical path method?

8. What is PERT method?

9. What is game theory?

10. What are the uses of decision tree?

Part B   (5 × 5 = 25)

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

11. (a) What is the scope of OR in Management?

Or

(b) Write the structure of Linear programming model.

12. (a) Explain the steps of Vogel's Approximation Method.

Or

(b) Explain the concepts of transportation problem.

13. (a) What is an assignment problem? How does it differ from a transportation problem?

Or

(b) Use the Hungarian method to solve the following assignment problem:

	$J1$	$J2$	$J3$	$J4$
$M1$	10	9	7	8
$M2$	5	8	7	7
$M3$	5	4	6	5
$M4$	2	3	4	5

14. (a) The following details are available regarding a project:

Activity	Predecessor Activity	Duration (week)
A	–	3
B	A	5
C	A	7
D	B	10
E	C	5
F	D,E	4

Determine the critical path, the critical activities and the project completion time.

Or

(b) What are the different types of floats in operation research?

15. (a) Explain the assumptions underlying game theory.

Or

(b) Explain the concepts of decision tree analysis.

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

Answer any **three** questions.

16. Use Graphical method to solve the following LP problem.

Maximize $Z = 15x_1 + 10x_2$

Subject to the constraints : $4x_1 + 6x_2 \le 360$

$3x_1 + 0x_2 \le 180$
$0x_1 + 5x_2 \le 200;$
$x_1, x_2 \ge 0$

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17. Find Solution using North-West Corner method

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	

18. Explain the concepts of sequencing problem.

19. What are the difference between PERT and CPM?

20. Explain the following:

    (a) Saddle point

    (b) Dominance property

    (c) Decision theory

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Administration

MANAGERIAL SKILL DEVELOPMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Self Identity.

2. What do you mean by Self-Confidence?

3. Define self esteem.

4. What is called appreciative Intelligence?

5. Define emotional intelligence.

6. What is ICEDIP model?

7. What do you mean by critical thinking?

8. Define idea generation.

9. Define Meeting.

10. Define non-verbal communication.

Part B (5 × 5 = 25)

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

11. (a) Explain the components of self-identity and self-image.

Or

(b) Write the features of self-learning styles.

12. (a) Discuss the components of self-esteem.

Or

(b) How to measure our self-esteem and its effectiveness?

13. (a) Explain the significance of emotional Intelligence.

Or

(b) Write the positive and negative emotions.

14. (a) Describe the purpose of creativity.

Or

(b) State the importance of brain Storming.

15. (a) Discuss the guidelines to be followed for conducting a meeting.

Or

(b) Write a short note on non-verbal communication.

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

Answer any **three** questions.

16. Explain the role of skill analysis and finding the right fit.

17. Discuss the importance of appreciative Intelligence.

18. Write the six-phase model of creative thinking.

19. Describe the convergent and divergent thinking in detail.

20. Explain the significance of debates and presentations.

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B.B.A. DEGREE EXAMINATION, APRIL 2024

Second Semester

Business Administration

BUSINESS ETIQUETTE AND CORPORATE GROOMING

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Business Etiquette.

2. What do you mean by ABCs of etiquette.

3. Define Business Ethics.

4. Mention few Etiquette at formal gathering.

5. Define email etiquette.

6. Mention few disability Etiquette practices.

7. What do you mean by cultural awareness?

8. Define cultural sensitivity.

9. What is called business Attire?

10. Define professional business style.

Part B   (5 × 5 = 25)

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

11. (a) Explain the principles of exceptional work behavior.

Or

(b) Write the features of professional conduct.

12. (a) Discuss the practicing common courtesy and manners in a work place.

Or

(b) Explain in detail the importance of sexual harassment.

13. (a) Explain the significance of mastering the telephone courtesy.

Or

(b) Write the pros and cons of internet usage in the work place.

14. (a) Describe the purpose of Diversity awareness in the work place.

Or

(b) State the importance of cultural communication.

15. (a) Discuss the guidelines for appropriate business attire.

Or

(b) Write a short note on grooming for success.

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Answer any **three** questions.

16. Explain the role of good manners in business.

17. Discuss the professional qualities excepted from an employer's perspective.

18. How to handle rude or impatient clients in the work place? Explain.

19. Describe the inter-cultural communication.

20. Explain the significance of professional business style.

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