S–5115	Sub. Code
	22BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define book keeping?

2.   What is nominal account?

3.   What is sales returns book?

4.   List out the types of cash book?

5.   What do you mean by BRS?

6.   What is meant by the term "cheque not yet presented?"

7.   On 1.1.2017 a firm purchased a machine at a cost of Rs. 1,00,000. Its life was estimated to be 10 years with a scrap value of Rs. 10,000. Compute the amount of depreciation to be charged at the end of each year.

8.   What is annuity method?

9.   Give the meaning of Gross profit?

10. Name any two direct expenses and indirect expenses.

Part B   (5 × 5 = 25)

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

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

Or

(b) Journalize the following transactions.

2020

Jan 11 Purchased goods for Rs. 1,500

12   Purchased goods from GK stores Rs. 900

13   Sold goods for Rs. 1,100

14   Sold goods to Raju Rs. 250

15   Bought furniture for cash Rs.2,000

16   Bought furniture from JFA furniture mart Rs. 800

17   Goods returned to GK stores Rs.200

18   Raju returned goods worth Rs. 100

19   Drew for private use Rs.500

20   Electric charges amounted to Rs. 120

12. (a) Enter the following transactions in a cash book with cash and discount columns:

2021

Jan 1	Cash in hand	11,500
Jan 5	Paid to Ramanathan by depositing in cash deposit machine	300
	Discount allowed by him	10
Jan 8	Purchased goods for cash	400
Jan 10	Cash received from Rajagopal	980
	Discount allowed	20

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Jan 15	Sold goods for cash	400
Jan 21	Paid cash to Shanthi	295
	Discount received	5
Jan 25	Paid wages by cash	50
Jan 31	Paid to Sanjeev Rs. 390 in full settlement of his account	400

Or

(b) Explain the types of petty cash book.

13. (a) What are the errors not disclosed by a trial balance?

Or

(b) From the following particulars of Simon traders, prepare a bank reconciliation statement as on 31st March, 2018.

(i) Debit balance as per bank statement Rs. 2,500

(ii) Cheques deposited amounting to Rs. 10,000, not yet credited by bank.

(iii) Payment through net banking for Rs. 2,000, omitted in the cash book.

14. (a) Joy and Co. purchased machinery on 1st April 2016 for Rs. 7, 50,000. On 31st March 2018, it sold the machinery for Rs. 6, 20,000. Depreciation is to be provided every year at 10% per annum on the fixed installment method. Accounts are closed on 31st March every year. Find out the profit or toss on sale of machinery.

Or

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(b) What are the causes for depreciation?

15. (a) Differences between trial balance and balance sheet.

Or

(b) From the following details for the year ended 31st March, 2018, prepare trading account.

Particulars	Rs	Particulars	Rs
Opening stock	2,500	Returns inwards	7,000
Purchases	27,000	Coal and gas	3,300
Sales	40,000	Carriage inwards	2,600
Wages	2,500	Closing stock	5,200
Returns outwards	5,200		

Part C (3 × 10 = 30)

Answer any **three** questions.

16. From the following balances, prepare trial balance of Baskar as on 31st March, 2020. Transfer the difference, if any, to suspense account.

	Rs.		Rs.
Opening stock	40,000	Debtors	25,000
Capital	90,000	Carriage inwards	16,500
Sales	1,77,200	Bills receivable	20,000
Salaries	12,000	Commission received	5,550
Bills payable	9,450	Cash at bank	17,000

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	Rs.		Rs.
Telephone charges	2,350	Furniture	19,000
Creditors	16,000	Plant & Machinery	55,800
Purchases	85,000	Repairs	550

17. From the following transactions of Raman Home Appliances for July, 2020 prepare purchases book and ledger accounts connected with this book:

2020

July 5   Purchased on credit from Kannan & Co.

           50 iron boxes @ Rs. 500 each

           10 grinders @ Rs. 3,000 each

July 6   Purchased for cash from Siva & Bros.

           25 fans @ Rs. 1,250 each

July 10   Purchased from Balan & Co. on credit

           20 grinders @ Rs.2,500 each

           10 mixies @ Rs. 3,000 each

           Trade discount 10%

           Delivery charges Rs. 1,000

July 20   Purchased on credit, one copier machine from Kumar for Rs. 35,000

18. Explain the types of Errors.

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19. Siva & Co purchased a machine on 1st January 2014 for Rs. 90,000, On 1st July 2014, they purchased another machine for Rs. 60,000. On 1st January 2015, they sold the machine purchased on 1st January 2014 for Rs. 40,000. It was decided that the machine be depreciated at 10% per annum on diminishing balance method. Accounts are closed on 31st December every year. Show the machinery account for the years 2014 and 2015.

20. Prepare trading and profit and loss account and balance sheet in the books of Bala, a trader, from the following balances as on March 31, 2019

Debit balances	Rs.	Credit Balances	Rs.
Stock	10,000	Sales	1,22,500
Cash	2,500	Creditors	5,000
Bank	5,000	Bills payable	2,000
Freight inwards	750	Capital	1,00,000
Purchases	95,000		
Drawings	4,500		
Wages	27,500		
Machinery	50,000		
Debtors	13,500		
Postage (office)	150		
Sundry expenses	850		
Rent paid	2,500		
Furniture	17,250		
	2,29,500		2,29,500

Closing stock (31st March, 2019) Rs. 8,000

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B.B.A DEGREE EXAMINATION, NOVEMBER 2024

First Semester

Business Administration

MANAGERIAL ECONOMICS

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Give the definition of Managerial Economics.

2. What is meant by Consumer surplus?

3. Define Elasticity of demand.

4. Write a short note on indifference curve analysis.

5. Define the term cost.

6. What is National Income?

7. What is meant by normal profit?

8. Define Oligopoly.

9. Define money.

10. What is known as Fiscal policy?

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

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

11. (a) Describe the scope of Managerial economics.

    Or

    (b) List out the various determinants of demand.

12. (a) Discuss the application of Elasticity of demand.

    Or

    (b) Briefly explain the Law of Returns to scale.

13. (a) Illustrate the Break Even Point.

    Or

    (b) Describe the difficulties faced in measuring National Income.

14. (a) Write a note on the Sales maximization principle.

    Or

    (b) Distinguish between perfect and imperfect competition.

15. (a) Explain the functions of money.

    Or

    (b) Discuss the role of RBI in credit control.

2   **S–5116**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the Law of demand.

17. Explain the different types of Elasticity of demand.

18. Describe the methods of measuring National Income.

19. Discuss in detail about the Economies of bulk purchase.

20. Explain the instruments of Monetary policy.

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B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied – BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Business Environment.

2. Name some external factors affecting business.

3. What do you mean by Social responsibilities of business?

4. Define Cultural Heritage.

5. What is meant by technology?

6. What is import of technology?

7. Define per capita income.

8. What is Foreign Direct investment?

9. Define the term License.

10. What is known as a Trade mark?

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

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

11. (a) Describe the need for the study of Business Environment.

Or

(b) Discuss the impact of Political environment on business decisions.

12. (a) Describe Joint family system.

Or

(b) Explain the impact of foreign culture.

13. (a) Briefly explain the types of technology.

Or

(b) Discuss the impact of technology on society.

14. (a) How does standard of living of the people affect business?

Or

(b) Write a note on Globalization.

15. (a) State the features of Industries Development and Regulations Act, 1951.

Or

(b) Why is consumer protection needed?

2 **S–5117**

Part C   (3 × 10 = 30)

Answer any **three** questions.

16.   Explain briefly the internal factors affecting business.

17.   Describe the various components of culture.

18.   How do Government policies regulate business in India?

19.   Explain the impact of Economic systems on business.

20.   Explain the Patents Act, 1970.

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S–5118		Sub. Code
		22BBA2C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

COST ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Cost Centre?

2. What is Variable cost?

3. What is Job Card?

4. What do you mean by ABC analysis?

5. What is Incentive system?

6. What is Time Wage System?

7. What is Allocation of overheads?

8. What is Factory Overheads?

9. Define : Cost Unit.

10. What is Job cost?

Part B (5 × 5 = 25)

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

11. (a) Write down the scope of cost accountancy.

Or

(b) What are the different types of costing?

12. (a) Write a note on ABC analysis.

Or

(b) Write a note on JIT. Explain its features.

13. (a) What is overtime premium? Discuss its treatment in cost accounting and suggest a procedure for its control.

Or

(b) Calculate the earnings of a worker under Rowan Plan.

Standard Time – 40 hours

Actual Time – 32 hours

Rate per hour – Rs. 12

14. (a) Explain about primary and secondary distribution of overheads.

Or

(b) Explain various types of overhead.

2 **S–5118**

15. (a) A factory produces 100 units of a commodity. The cost of production is :

Direct Materials   Rs. 10,000

Direct Wages   Rs. 5,000

Direct Expenses   Rs. 1,000

Factory overheads   Rs. 6,500

Administrative Overheads Rs. 3,480

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

Or

(b) Define Unit Costing. Name the industries to which this type of costing is most appropriate.

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

Answer any **three** questions.

16. Explain the features of Output costing.

17. Calculate maximum level, minimum level and re-order level from the following :

Re-order quantity   1,500 units

Re-order period   10-15 days

Normal re-order period   12 days

Maximum consumption   150 units per day

Normal consumption   120 units per day

Minimum consumption   100 units per day

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18. Show the Stores Ledger entries as they would appear when using :

(a) LIFO method and

(b) Weighted average method of pricing issues :

May 1	Purchase	300 units @ Rs. 3 per unit
May 4	Purchase	600 units @ Rs. 4 per unit
May 6	Issue	400 units
May 10	Purchase	600 units @ Rs. 4 per unit
May 15	Issue	1,000 units
May 20	Purchase	400 units @ Rs. 5 per unit
May 23	Issue	200 units

19. Explain the relative merits and demerits of time wage system.

20. A worker takes 9 hours to complete a job on daily wages and 6 hours on a scheme of payment by result. His daily rate is Rs. 1.50 an hour. The material cost of the product is Rs. 4 and the overheads are recovered at 100% of the total direct wages. Calculate the factory cost of the product under :

(a) Piece work plan

(b) Halsey plan.

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S–5119		Sub. Code
		22BBA2C2

B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Second Semester

Business Administration

BUSINESS CORRESPONDENCE

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Draw the flow diagram detailing the steps in Communication Process.

2. Mention a few objectives of Communication.

3. Name a few components of a Bio-data.

4. What are the functions of a Memorandum in an organization?

5. Why do you think is Report Writing Skill important?

6. Provide any two examples for reports on Opportunities in Business?

7. Name a few Reports used in Business.

8. What do you understand by 'Situational Report Writing'?

9. State a few benefits of convening Business Meetings.

10. Provide a few guidelines for managing Emails.

Part B (5 × 5 = 25)

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

11. (a) Explain with examples they types of Non-verbal Communication.

Or

(b) Discuss in detail the Principles of Effective Business Communication.

12. (a) Explain the points to be considered in writing a Letter of Promotion.

Or

(b) What are the advantages of having Testimonials in your resume?

13. (a) Discuss the importance of Press Reports by Companies.

Or

(b) Record the minutes of the meeting of the Board of Studies of your department to which you have been invited as a student representative.

14. (a) Draft an investigative report on a fire that broke out in the accounts department last week. Suggest safeguards to handle such accidents in the future.

Or

(b) Write a report on your College Day Celebrations.

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15. (a) Discuss the ways to open and close Business Meetings.

Or

(b) Record the minutes of the meeting of the Board of Studies of your department to which you have been invited as a student representative.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the Barriers to Communication and the ways to overcome them.

17. Draft a Letter of Resignation from a Job Position that you held for five years citing your reasons, gratitude and your future plans.

18. Discuss the need for developing Report Writing Skills.

19. Indian households have savings of above 30% – one of the highest in the world. A Committee has been constituted to suggest various financial products where these savings can be invested with a view to protecting the principal from inflation and also to give positive and real returns. Draft the Committee Report.

20. Assume you are the CEO of an automobile manufacturing company, which has launched a new car in the luxury-car segment. Prepare an Agenda and Minutes of the Press-Meet featuring the development of the product line and the background information required.

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S–5119

B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied – BANKING PRACTICES

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Banking.

2.   What do you mean by investment banking?

3.   Who is a customer?

4.   What are the types of crossing?

5.   List out the requirements of opening an account in the name of club.

6.   Write a note on trust account.

7.   What is e-banking?

8.   Write a note on paying banker.

9.   Write a note on pledge.

10.   What are the objectives of working capital management?

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

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

11. (a) State the advantages and disadvantages of nationalization of banks.

Or

   (b) Explain the nature of commercial banks.

12. (a) Bring out the legal characteristics of a cheque.

Or

   (b) Explain the general relationship between banker and customer.

13. (a) Explain the procedure to open a minor account.

Or

   (b) Discuss the precautions to be taken in the conduct of a partnership account.

14. (a) Explain the features of online banking.

Or

   (b) Discuss the statutory protection of collecting banker.

15. (a) Briefly explain the credit worthiness of borrowers.

Or

   (b) List out the advantages and disadvantages of Loan System.

2   **S–5120**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of Reserve Bank of India.

17. Explain the types of negotiable instruments.

18. Explain the various types of customers.

19. Discover the various forms of innovations in banking sector.

20. Discuss the principles of lending in details.

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S–5121	Sub. Code
	22BBA3C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

BUSINESS STATISTICS

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. What are the uses of statistics in business?

2. Define Statistics?

3. What do you mean by average?

4. What is an Arithmetic mean?

5. What is dispersion?

6. What are the difference between mean deviation and standard deviation?

7. What is positive correlation?

8. Define regression?

9. What is moving average method?

10. List out the types of index number?

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

11. (a) State the formulation of frequency distribution?

Or

(b) What are the significance of diagrams?

12. (a) Find out the mode from the following series:

X	0-5	5-10	10-15	15-20	20-25	25-30	30-35
Frequency	1	2	5	14	10	9	2

Or

(b) What are the objectives of average?

13. (a) Explain the methods of measuring dispersion?

Or

(b) Calculate the value of quartile deviation and its coefficient from the form the following data

Roll No.	1	2	3	4	5	6	7
Marks	20	28	40	12	30	15	50

14. (a) The rank of 10 students of same batch in two subject A and B are given below. Calculate the rank correlation coefficient.

Rank of A	1	2	3	4	5	6	7	8	9	10
Rank of B	6	7	5	10	3	9	4	1	8	2

Or

(b) Difference between Correlation and regression?

2 **S–5121**

15. (a) Write note on Fisher's price index number.

Or

(b) Calculate the cost of living index by aggregate expenditure method. :

Commodity	Weights 2010	Price (Rs)	
		2010	2015
P	80	22	25
Q	30	30	45
R	25	42	50
S	40	25	35
T	50	36	52

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

Answer any **three** questions.

16. Draw a suitable diagram from the following data :

Districts		A	B	C
Population	Male	10,000	12,000	13,000
	Female	5,000	8,000	9,000
	Total	15,000	20,000	22,000

17. Verify the relationship among AM, GM and HM for the following data

X : 7 10 13 16 19 22 25 28

f : 10 22 24 28 19 9 12 16

18. Calculate standard deviation from the following data :

Marks (X)	10	20	30	40	50	60
No. of. students (f)	8	12	20	10	7	3

3 S–5121

19. Obtain regression equation of Y on X and estimate Y when X = 55 from the following :

X	40	50	38	60	65	50	35
Y	38	60	55	70	60	48	30

20. Calculate three – yearly moving average of number of students studying in a higher secondary school in a particular village from the following data.

Year	Number of students
1995	332
1996	317
1997	357
1998	392
1999	402
2000	405
2001	410
2002	427
2003	435
2004	438

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S–5121

S–5122	Sub. Code
	22BBA3C2

B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Management.

2.   List the functions of management.

3.   Define planning.

4.   What do you mean by MBO?

5.   Define Group.

6.   What is formal organization?

7.   What do you mean by Maslow theory?

8.   Define motivation.

9.   Define Controlling.

10. Mention few techniques in coordination.

Part B   (5 × 5 = 25)

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

11. (a) Explain the functions of management.

        Or

    (b) Differentiation between Administration Vs Management.

12. (a) Discuss the merits and demerits of planning.

        Or

    (b) Explain the importance of MBO.

13. (a) Explain the significance of formal and informal Organization.

        Or

    (b) Write the merits and demerits of the groups.

14. (a) Describe the purpose of the motivation.

        Or

    (b) Write a short note on Recruitment.

15. (a) Discuss the principles of controlling.

        Or

    (b) Discuss the problems in coordination.

2   **S–5122**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Is management is an art of science – Comment.

17. Discuss the importance of decision making.

18. Write the significance of line and staff organization.

19. Describe the Maslow's Motivation theory in detail.

20. Explain the techniques of coordination in detail.

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B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied: ADVERTISING AND SALES PROMOTION

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions

1.   Define Advertising.

2.   What is Advertising Media?

3.   State the importance of Advertisement Copy.

4.   Define Advertising Appeals.

5.   What is Campaign Planning?

6.   Define Repeat advertising.

7.   What is Personal Selling?

8.   Define Motivation.

9.   What is meant by After Sales Service?

10. Define Marketing Communication.

Part B (5 × 5 = 25)

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

11. (a) What are the Objectives of Advertising?

    Or

    (b) Write a note on "Press Advertising".

12. (a) Discuss the various types of Advertisement agencies.

    Or

    (b) Explain the Social effects of Advertising.

13. (a) What are the functions of Advertising Layout?

    Or

    (b) What are the advantages of Repeat Advertising?

14. (a) Highlight the importance of Sales Force Management.

    Or

    (b) What are the various types of Salesman?

15. (a) State the objectives of Sales Promotion?

    Or

    (b) Write a note on the significance of Marketing Communication.

2   S–5123

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the advantages and disadvantages of Television Advertising.

17. Discuss the different methods of Advertising budgets.

18. Explain the various steps in Campaign planning.

19. Discuss the various methods of Sales force Compensation and Incentives.

20. Discuss the various Sales Promotion Techniques.

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S–5123

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions

1. Define Market Equilibrium.

2. How will you calculate the distance between two points in a plane?

3. State De Morgan's Laws.

4. Write all the proper subsets of the set {-1, 0, 1}.

5. Find the inverse of $A = \begin{pmatrix} 5 & 3 \\ 4 & 2 \end{pmatrix}$.

6. Write short note on rank of a matrix.

7. If $y = (x^4 + 1)/(x^2 + 1)$, find dy/dx.

8. What is the quotient rule?

9. Integrate $(x - 3)^2 (x)^{1/2}$ with respect to x.

10. What is a cost function?

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

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

11. (a) Find the equation of the tangent and normal to the demand curve $y = 10 - 3x^2$ at (1, 7).

Or

(b) Briefly explain the supply curve.

12. (a) If $A = \{a, b, c, d\}$, $B = \{b, c, d, e, f, g\}$, $C = \{b, d, f, h, i, j\}$ then find:

(i) $A - B$ (ii) $A - C$

(iii) $A - (B \cup C)$ (iv) $(A \cup B) - C$

Or

(b) Let $A = \{1, 3, 5\}$ and $U = \{1, 2, 3, \dots, 12\}$ and $B = \{2, 4, 6, 8, 10\}$ then find.

(i) Complement of A

(ii) Complement of B

(iii) $A' \cup B'$

(iv) $A' \cap B'$

13. (a) Explain transpose of a matrix.

Or

(b) Find the rank of the matrix $A = \begin{pmatrix} 2 & 1 & 3 \\ -1 & 0 & 2 \end{pmatrix}$.

2   **S–5124**

14. (a) The total cost C of making x units of product is
$C = 0.00005x^3 - 0.06x^2 + 10x + 20{,}000$. Find the marginal cost at 1000 units of output.

Or

(b) For the function $y = x^3 + 21$, what are the values of x, when y increases 75 times a fast as x?

15. (a) The marginal cost function of manufacturing x units of a commodity is $3x^2 - 2x + 8$. If there is no fixed cost find the total cost and average cost functions.

Or

(b) The demand and supply functions under pure competition are $p_d = 16 - x^2$ and $p_s = 2x^2 + 4$. Find the consumers' surplus and producer's surplus at the market equilibrium price.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss the advantages of break-even analysis in detail.

17. In a class there are 8 students who play football and hockey, 7 students who do not play football or hockey, 13 students who play hockey, 19 students who play football. How many students are there in the class? Solve using Venn diagram.

18. A woman invested different amounts at 8%, $8\frac{3}{4}$% and 9%, all at simple interest. Altogether she invested Rs. 40,000 and earns Rs. 3,455 per year. How much does she have invested at each rate if she has Rs. 4,000 more invested at 9% than at 8%? Solve by using matrices.

3 **S–5124**

19. The sales S, for the product with price x is given by $S = 20{,}000 \ e^{-0.6x}$. Find (a) total sales revenue R, where $R = xS$ -21 (b) Marginal revenue

20. The total cost and total revenue of a firm are given by $C = x^3 - 12x^2 + 48x + 11$ and $R = 83x - 4x^2 - 21$. Find the output (a) when the revenue is maximum (b) when profit is maximum.

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B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Fourth Semester

Business Administration

COMPUTER APPLICATION IN BUSINESS

(CBCS – 2022 onwards)

Time : 3 Hours Maximum : 75 Marks

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

Answer **all** questions.

1. What is a desktop?

2. Write any four output devices.

3. What is documents?

4. What is word count?

5. What is a spreadsheet?

6. What is rows and columns in a spreadsheet?

7. What is payment voucher?

8. What is tally?

9. Give any two examples of stock group.

10. What is balance sheet?

Part B (5 × 5 = 25)

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

11. (a) Differentiate input and output devices of a computer.

Or

(b) Explain the brief case running applications and customization procedure.

12. (a) Explain the steps to create a document.

Or

(b) Discuss the shortcut keys in MS word.

13. (a) Explain working with chart in MS Excel

Or

(b) Explain how will you organise data using automatic rule saving, opening and closing of work books.

14. (a) Describe the configuration process in tally.

Or

(b) Explain the procedure to create company in tally.

15. (a) Explain how will you view balance sheet in tally.

Or

(b) Discuss how will you create stock category in tally.

2 **S–5125**

Answer any **three** questions.

16. Explain the components of a computer.

17. Explain how will you merge a letter using mail merge tool.

18. Explain the application of financial and statistical function.

19. Explain the following vouchers

    (a) Receipt

    (b) Payment

    (c) Sales

    (d) Purchase

    (e) Contra and

    (f) Journal voucher

20. Differentiate stock category and stock group.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied – CUSTOMER RELATIONSHIP MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define Relationship marketing.

2. What do you mean by consumer values?

3. What are the four basic types of CRM systems?

4. What is customer divisibility?

5. Define the term data warehouse.

6. Name some evaluation criteria for CRM Packages.

7. What do you mean by contact management?

8. Define Benchmark.

9. What is meant by CRM Planning?

10. Why should customer privacy he maintained?

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

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

11. (a) Briefly explain the history of CRM.

Or

(b) How to use customer touch points in CRM?

12. (a) Explain briefly the dynamics of customer supplier relationships.

Or

(b) Describe the importance of customer knowledge.

13. (a) How to maintain Prospect database?

Or

(b) Write a note on data mining.

14. (a) Describe the importance of Campaign management.

Or

(b) What are the criteria adopted for vendor selection?

15. (a) Suggest ways to manage quality information.

Or

(b) How to apply CRM effectively in manufacturing sector?

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Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept of customer life cycle.

17. Explain the process of formulation of CRM Strategy.

18. Analyse the customer relationship technologies.

19. Explain the process of setting sales force automation value chain.

20. Discuss the CRM Planning process.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Business Administration

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define operations management.

2.   What is a plant layout?

3.   Define method study.

4.   What is meant by work measurement?

5.   Give the definition of the term scheduling.

6.   State the importance of material handling activity.

7.   Define quality.

8.   What is sampling?

9.   What is meant by inventory control?

10. Give the meaning of automation.

Part B (5 × 5 = 25)

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

11. (a) State the functions of operations management.

Or

(b) Describe the factor considered while selecting a urban plant location.

12. (a) List out the advantages of work study.

Or

(b) What are the objectives of conducting a time study.

13. (a) Explain the routing function of production planning and control.

Or

(b) Discuss the functions of material handling.

14. (a) State the need for inspection.

Or

(b) What are the benefits of quality control?

15. (a) Write a note on EOQ.

Or

(b) Discuss the reasons for automation.

2   **S–5127**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the different types of plant layouts.

17. Explain the steps involved in a method study.

18. Discuss about the various types of material handling equipments.

19. Explain the quality procedure.

20. Describe the ABC analysis.

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S–5127

S–5128	Sub. Code
	22BBA5C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Business Administration

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** questions

1.   What is the meaning of OB?

2.   Write short note on individual behaviour.

3.   Define personality.

4.   Brief on the term perception.

5.   What do you mean by communication?

6.   Define leadership.

7.   What do you mean by conflict?

8.   Brief on the term stress.

9.   What do you mean by organizational change?

10.   Brief on the term organizational development.

Section B (5 × 5 = 25)

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

11. (a) Explain the scope of OB.

Or

(b) Detail on the term group behavior.

12. (a) Write down the determinants of personality.

Or

(b) Detail on the importance of perception.

13. (a) Elaborate on the process of communication.

Or

(b) Explain any five traits required for a good leader.

14. (a) What are the various types of conflict?

Or

(b) Detail on the effect of job stress.

15. (a) Write down the significance of organizational change.

Or

(b) Elaborate the steps involved in managing change.

Section C (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the features of OB.

17. Explain the factors influencing perception.

2 S–5128

18. Detail on the managerial grid theory by Blake and Mouton.

19. Write down the various sources of stress.

20. Elucidate the objectives of OD.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. Define HRM.

2. What is personnel management?

3. Brief on the term recruitment.

4. What do you mean by selection?

5. Define training.

6. Write short note on executive development.

7. What do you mean by demotion?

8. Brief on the term performance appraisal.

9. What do you mean by industrial relations?

10. List down any two causes for poor industrial relations.

Part B   (5 × 5 = 25)

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

11. (a) Brief on the functions of HRM.

Or

(b) State the difference between HRM and personnel management.

12. (a) Write down any five sources of recruitment.

Or

(b) What are the objectives of job evaluation?

13. (a) State the need for providing training in the work place.

Or

(b) Enumerate the importance of executive development.

14. (a) Detail on the components and methods of wage payment.

Or

(b) Detail on the objectives of wage and salary administration.

15. (a) Explain the importance of good industrial relations.

Or

(b) Write down the objectives of industrial relations.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the objectives of HRM.

17. Explain the recruitment process.

2   **S–5129**

18. Detail on the importance of training in organizations.

19. Enumerate on the methods used for performance appraisal.

20. Elucidate the concept of workers participation in management.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. Define Marketing.

2. What is Selling?

3. Define Marketing Mix.

4. What is Marketing Segmentation?

5. What is Branding?

6. What is Product Planning?

7. What is Skimming Pricing Strategies?

8. Define Wholesalers.

9. Define Sales Promotion,

10. What is Personal Selling?

Part B (5 × 5 = 25)

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

11. (a) Discuss the importance of Marketing in the globalized era.

    Or

    (b) What are the differences between Marketing and Selling?

12. (a) Explain the various types of Buyer Behaviour.

    Or

    (b) What are factors to be considered in Market segmentation?

13. (a) What are the advantages of Branding?

    Or

    (b) Write a note on "Product Mix Decision".

14. (a) Explain the objectives of Pricing.

    Or

    (b) Discuss the functions of Retailers.

15. (a) Enumerate the importance of Sales Forecasting.

    Or

    (b) Explain the AIDA model of selling.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various elements of Marketing Environment.

17. Explain the various classification of Markets.

18. Explain Product life cycle with relevant examples.

19. Explain the various types of Pricing Strategies with relevant examples.

20. Discuss the various Sales Promotion techniques.

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S–5130

S–5131	Sub. Code
	22BBA5C5

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. Define Research.

2. What is Exploratory Research?

3. Define Hypothesis.

4. What is meant by Statement of Problem?

5. Define Sampling.

6. What is Secondary Data?

7. What are Rating Scales?

8. Define Coding of Data.

9. What is Research report?

10. What is Bibliography?

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

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

11. (a) What are the Qualities of a Good researcher?

    Or

  (b) Discuss the Problems encountered by a Researcher.

12. (a) Discuss the features of a good research design.

    Or

  (b) Explain the various types of Hypothesis with suitable examples.

13. (a) What are the advantages of Sampling?

    Or

  (b) Explain the merits and demerits of Observation method of Data collection.

14. (a) Explain the various kinds of Charts and diagrams used in Research.

    Or

  (b) What are the factors that influence selection of appropriate Rating Scale in research?

15. (a) Discuss the various types of Research reports.

    Or

  (b) Discuss the need for Interpretation.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various types of Research.

17. Explain Experimental design with examples.

18. Discuss the different methods of Sampling.

19. Describe the Scale construction Techniques.

20. Enumerate the guidelines to be followed for writing Research reports.

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