S–4602		Sub. Code
		23BBA1C1

B.B.A. DEGREE EXAMINATION, NOVEMBER 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.　Define Management

2.　Name the Levels of management.

3.　What do you mean by planning?

4.　Define Decision-making.

5.　What is formal organization?

6.　What is do mean by span of control?

7.　Define Directing.

8.　Mention few techniques of coordination.

9.　Define Business Ethics.

10.　Mention few business ethics.

Part B (5 × 5 = 25)

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

11. (a) Explain the importance of Management.

Or

(b) Write the functions of a manager.

12. (a) Discuss the types of planning.

Or

(b) Briefly explain the process of decision-making.

13. (a) Explain the Span of control in detail.

Or

(b) Write a short note on Departmentation.

14. (a) Discuss the types of coordination.

Or

(b) Explain in detail the process of Controlling.

15. (a) Explain the importance of Business Ethics.

Or

(b) Write the different types of ethical issues.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the development of scientific management and its approaches.

17. What are the steps involved in planning? Explain.

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18. Write the difference between authority and power.

19. Explain the techniques and requisites for an excellent coordination.

20. Describe the responsibility of business in environment protection.

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S–4602

S–4603		Sub. Code
		23BBA1C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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. List any two functions of accounting.

2. What is meant by accounting concepts?

3. Mention four types of subsidiary books.

4. What is simple cash book?

5. What are final accounts?

6. What is meant by depreciation?

7. Define the term hire purchase?

8. What is down payment?

9. What is single entry system?

10. When capital in the beginning is Rs. 10,000, drawings during the year is Rs. 6,000, profit made during the year is Rs. 2,000 and the additional capital introduced is Rs. 3,000, find out the amount of capital at the end.

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

11. (a)   Pass journal entries for the following transactions and post them in the ledger accounts.

2019			Rs.
June	1	Vasu started business with cash	50,000
	4	Purchased furniture by paying cash for	6,000
	7	Purchased machinery on credit from Harish	10,000
	10	Bought goods for cash	4,000
	18	Paid insurance premium	100

Or

(b)   Give the golden rules of double entry accounting system.

12. (a)   Differences between bank column of cash book and bank statement.

Or

(b)   Enter the following transactions in a single column cash book of Ramachandran for month of July, 2020

July		Rs.
1	Cash in hand	32,000
5	Received from Keerthana	5,000
6	Paid packing charges in cash	300
7	Cash purchases	12,400
8	Sold goods for cash	2,600
10	Paid salary to manager in cash	7,000
11	Paid to Bala	3,000
12	Purchased goods from Bose	2,500

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July		Rs.
24	Cash deposited into bank through CDM	4,000
27	Withdraw cash from bank	2,000
31	Paid office rent in cash	6,000

13. (a) Prepare trading and profit and loss account in the books of Raji for the year ended 31st December, 2020 and balance sheet as on that date from the following information:

Particulars	Rs.	Particulars	Rs.
Opening stock	2,500	Sales	7,000
Wages	2,700	Purchases	3,300
Closing Stock	4,000	Salary	2,600
Discount received	2,500	Capital	52,000
Machinery	52,000	Cash at Bank	6,400
Creditors	8,000		

Or

(b) What are the advantages of preparing a balance sheet?

14. (a) What are the benefits of installment system to a buyer?

Or

(b) Caravan company purchases a motor from Madurai motor company on the installment system on January 1, 2018, paying cash Rs. 10,000 and agreeing to pay three further installment of Rs. 10,000 each on December 31, each year. The Cash price of the car is Rs.37, 250 and the Madurai motor company charges interest at 5% per annum. Caravan company writes off 10% per annum as depreciation on the written down value system. Journalise the transaction in the books of caravan company and Madurai motor.

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15. (a) On 1st April 2019 Kiruthika started her business with a capital of Rs. 1,20,000. She did not maintain proper book of accounts. Following particulars are available from her books as on 31.3.2020.

Particulars	Rs.	Particulars	Rs.
Bank overdraft	50,000	Stock-in-trade	1,60,000
Debtors	1,80,000	Creditors	90,000
Bills receivable	70,000	Bills payable	2,40,000
Computer	30,000	Cash in hand	60,000
Machinery	3,00,000		

During the year she withdrew Rs.30,000 for her personal use. She introduced further capital of Rs. 40,000 during the year. Calculate her profit or loss.

Or

(b) Differentiate between statement of affairs and balance sheet.

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Sriram is a trader dealing in textiles. For the following transactions, pass journal entries for the month of January, 2020.

Jan		Rs.
1	Commenced business with cash	70,000
2	Purchased goods from X and Co. on credit	30,000
3	Cash deposited into bank	40,000
4	Bought a building from L and Co. on credit	95,000

4

S–4603

Jan		Rs.
5	Cash withdrawn from bank for office use	5,000
6	Cash withdrawn from bank for personal use of Sriram	4,000
7	Towels given as charities	3,000
8	Shirts taken over by Sriram for personal use	12,000
9	Sarees distributed as free samples	3,000
10	Goods (table clothes) used for office use	200

17. From the following particulars of Raja traders, prepare a bank reconciliation statement as on 31st January, 2018

   (a) Balance as per bank statement Rs. 5,000

   (b) Cheques amounting to Rs. 800 had been recorded in the cash book as having been deposited into the bank on 25th January 2018, but were entered in the bank statement on 2nd February 2018.

   (c) Amount received by bank through NEFT amounting to Rs. 3,000, omitted in the cash book.

   (d) Two cheques issued for Rs. 3,000 and Rs. 2,000 on 29th March 2018. Only the first cheque is presented for payment.

   (e) Insurance premium on motor vehicles for Rs. 1,000 paid by the bank as per standing instruction not recorded in the cash book.

   (f) Credit side of cash book was undercast by Rs. 700

   (g) Subsidy received directly by the bank from the state government amounting to Rs. 10,000, not entered in cash book.

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18. Given below are the balance extracted from the books of Kumar as on 31st March, 2020.

Particulars	Rs	Particulars	Rs
Purchases	10,000	Sales	15,100
Wages	600	Commission received	1,900
Freight inwards	750	Rent received	600
Advertisement	500	Creditors	2,400
Carriage outwards	400	Capital	5,000
Cash	1,200		
Machinery	8,000		
Debtors	2,250		
Bills receivable	300		
Stock on 1st January, 2020	1,000		
	25,000		25,000

Prepare the trading and profit and loss account for the year ended 31st March, 2020 and the balance sheet as on that date after adjusting the following:

(a) Commission received in advance Rs. 400

(b) Advertisement paid in advance Rs. 150

(c) Wages outstanding Rs. 200

(d) Closing stock on 31st March 2020, Rs. 2,100

19. Explain the accounting treatment on Repossession?

6

20. From the following details of Abdul who maintains incomplete records, prepare Trading and Profit and Loss account for the year ended 31st March, 2021 and a Balance Sheet as on the date.

Particulars	1.4.2020 (Rs.)	31.3.2021 (Rs.)
Stock	1,00,000	50,000
Sundry debtors	2,50,000	3,50,000
Cash	25,000	40,000
Furniture	10,000	10,000
Sundry creditors	1,50,000	1,75,000

Other details:

Drawings Rs. 40,000

Discount received Rs. 20,000

Discount allowed Rs. 25,000

Cash paid to creditors Rs. 4,50,000

Cash received from debtors Rs. 5,35,000

Sundry expenses Rs. 30,000

Capital as on 1.4.2020 Rs. 2,35,000

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S–4603

S–4604	Sub. Code
	23BBAA1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024.

Business Administration

Allied – MANAGERIAL ECONOMICS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define Managerial Economics.

2.   What are the areas covered by macro economics?

3.   What is consumer behavior?

4.   What you mean by Elasticity of demand?

5.   What you mean by law of increasing return?

6.   What is a revenue curve of firms?

7.   What is a non price competition?

8.   What do you mean by price discrimination?

9.   What is oligopoly?

10. What is market?

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

11. (a) Explain the Scope of Managerial Economics.

Or

(b) What are the Objectives of business firm?

12. (a) Briefly explain the significance of demand forecasting.

Or

(b) What are the different types of demand elasticity?

13. (a) Explain the Concept of Revenue curves of firm.

Or

(b) Write in detail about Cobb-Douglas production function.

14. (a) Examine how price is determined under perfect competition.

Or

(b) Explain the Concepts of Dual pricing.

15. (a) Explain the features of oligopoly.

Or

(b) How is price determined in monopoly market structure?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the relationship between Micro and macro Economics.

17. Explain the theory of consumer behavior.

S–4604

18. What are the factors of production?

19. Briefly write about different strategies of pricing.

20. Explain the Following:

    (a)   Monopoly

    (b)   Duopoly

    (c)   Oligopoly

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S–4604

S–4605	Sub. Code
	23BBA1S1

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024.

First Semester

Business Administration

BASICS OF EVENT MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions.

1. Define Event Management.

2. What do you mean by the term Event activity?

3. Define Event Concept.

4. What do you mean by Event design?

5. Write the feasibility of an event.

6. Mention few resources of an event.

7. What is called Event planning?

8. Define Event marketing.

9. Define Event budget.

10. Mention few importance of Event cost.

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

11. (a) Explain the purpose of Event Management.

Or

(b) Write the features of Event Management.

12. (a) Discuss the importance of Event Coordination.

Or

(b) How to evaluate event concept? Explain.

13. (a) How do you assess the feasibility of an event?

Or

(b) What are the factors affecting feasibility of an event?

14. (a) Describe the process of event planning.

Or

(b) State the role of public relations in event promotion.

15. (a) What are the items to be included in an event budget?

Or

(b) How do you get an event sponsored?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope of Event Management.

17. Discuss the elements of Event Design.

S–4605

18.   Explain the importance of SWOT analysis of an event.

19.   Describe the 5Ps of event marketing.

20.   How to do financial analysis for an event?

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S–4605

S–4606		Sub. Code
		23BBA1FC

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 is communication?

2. Mention few barriers to communication.

3. What do you mean by business letter?

4. Define Enquiry.

5. What do you mean by Interview?

6. Define Body Language.

7. Define Agenda.

8. Mention few importances of minutes of meeting.

9. What is Email?

10. Mention few important websites related to business.

Part B (5 × 5 = 25)

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

11. (a) Write the principles of effective communication.

Or

(b) Write a short note on communication Etiquette.

12. (a) Discuss the different kinds of business letter.

Or

(b) Write the importance of Enquiry and Circular.

13. (a) Explain the importance of Group Discussion.

Or

(b) How to make an effective presentation?

14. (a) Explain how the reports play a vital role in communication?

Or

(b) Explain in detail the purpose of Resume.

15. (a) Explain the importance of modern forms of communication.

Or

(b) Write a short note on professional networking sites.

S–4606

Answer any **three** questions.

16. Explain the methods of effective communication.

17. Write the steps involved in preparing a business development letters.

18. What are the different types of Interview? Explain.

19. Explain the different types of reports.

20. Describe the important websites which are used in Business.

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S–4607	Sub. Code
	23BBA2C1

B.B.A DEGREE EXAMINATION, NOVEMBER 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. Define Marketing Mix.

3. Define Product.

4. What is Marketing Segmentation?

5. Define Pricing.

6. What is Marketing Channel?

7. What is Integrated Marketing Communication?

8. Define Sales Promotion.

9. What is Personal Selling?

10. Define Motivation.

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

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

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

Or

(b) Explain the Relationship of marketing with other functional areas.

12. (a) Explain the characteristics of Product.

Or

(b) Explain the advantages of Branding.

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

Or

(b) Explain the Importance of Marketing channels.

14. (a) Explain the objectives of Sales promotion.

Or

(b) Discuss the importance of Customer Relationship Management.

15. (a) Enumerate the importance of Sales Fore Management.

Or

(b) Explain the benefits of Motivating sales force.

S–4607

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the various Environmental factors affecting the Marketing Functions.

17. Explain the various basis of Market segmentation with examples.

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

19. Discuss the various sales Promotion Techniques.

20. Explain the applications and benefits of Digital Marketing.

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3

S–4607

S–4608		Sub. Code
		23BBA2C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 unit?

2.   What is Standard Cost?

3.   What do you mean by Profit and Loss Account?

4.   Define: Cost Accounting.

5.   What is Debt-equity ratio?

6.   What is Net Profit Ratio?

7.   Define: Rolling Budget.

8.   What is Capital Expenditure Budget?

9.   What is Equilibrium Point?

10.   What is BEP?

Part B   (5 × 5 = 25)

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

11.   (a)   Explain the advantages of Cost Sheet.

                        Or

      (b)   Explain elements of Cost Sheet.

12. (a) Explain Common Size Statement.

Or

(b) Explain Trend Analysis.

13. (a) Explain Cash Flow Statement.

Or

(b) Explain Funds Flow Statement.

14. (a) The following overhead expenses relate to a cost centre operating at 50% of normal capacity. Draw up flexible budget for the cost centre for operating at 75%, 100% and 125% of normal capacity:

Indicate the basis upon which you have estimated each item of expenses for the different operating levels:

	Rs.
Foremen	60
Assistant foremen	40
Inspectors	65
Shop labourers	40
Machinery repairs	100
Defective work	25
Consumable stores	20
Overtime bonus	–
Machine depreciation	110
	460

Or

(b) Explain the essentials of Budgetary Control.

S–4608

15. (a) Explain Break Even Chart.

                    Or

   (b) Explain the Benefits and Limitations of Break Even
       Analysis.

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

       Answer any **three** questions.

16. Explain various types of Costs.

17. From the following profit and loss account and the
    Balance Sheet of Sony Ltd. for the year ended 31ˢᵗ
    December, 2013 and 2014, you are required to prepare a
    Comparative Income Statement and a Comparative
    Balance Sheet.

                Profit and Loss Account

                                    (In Lakhs of Rs.)

Particulars	2013	2014	Particulars	2013	2014
To cost of goods sold	600	750	By Net Sales	800	1,000
To Operating Expenses : Administration	20	20			
Selling	30	40			
To Net Profit	150	190			
	800	1,000		800	1,000

                    3   **S–4608**

Balance Sheet as on 31st December

(In Lakhs of Rs.)

Liabilities	2013	2014	Assets	2013	2014
Bills Payable	50	75	Cash	100	140
Sundry Creditors	150	200	Debtors	200	300
Tax Payable	100	150	Stock	200	300
6% Debentures	100	150	Land	100	100
6% Preference Share Capital	300	300	Building	300	270
Equity Capital	400	400	Plant	300	270
	200	245	Furniture	100	140
	1,300	1,520		1,300	1,520

Or

18. Explain the importance of Ratio Analysis.

19. Explain various types of Budgets.

20. Calculate

    (a) Profit/Volume Ratio

    (b) Fixed Cost

    (c) Sales volume to earn a profit of Rs. 40,000.

    Sales Rs. 2,00,000

    Profit Rs.25,000

    Variable Cost is 80% of sales.

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4   **S–4608**

S–4609	Sub. Code
	23BBAA2

B.B.A DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied – INTERNATIONAL BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1. What is meant by franchising?

2. Define MNC.

3. What is known as mercantilism?

4. What do you mean by comparative advantages?

5. What is foreign exchange rate?

6. Which is a host country?

7. Define globalisation.

8. What do you mean by tariff?

9. Name some regional economic groupings in the world.

10. What is meant by multilateralism?

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

11. (a) State the significance of international business.

Or

(b) Describe the process of internationalization.

12. (a) Explain the heckscher-ohlin theory of trade.

Or

(b) Explain the new trade theory.

13. (a) State the functions of foreign exchange market.

Or

(b) What are the factors influencing FDI? Explain.

14. (a) Write a note on globalisation of markets and production.

Or

(b) Explain the non-tariff barriers in world trade.

15. (a) State the significance of regional economic integration.

Or

(b) What are the objectives of BREXIT?

S-4609

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. List out the advantages and problems of MNCs.

17. Explain the porter's diamond competitive advantage theory.

18. Describe the major modes of FDI entry.

19. Describe the major trends and developments in world trade.

20. Explain the role of IMF in promoting of international business.

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S-4609

S–4610	Sub. Code
	23BBAA3

B.B.A. DEGREE EXAMINATION, NOVEMBER 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.   Explain in short the term "Class Interval".

2.   What is a "Cartogram"?

3.   Define 'Median'.

4.   What do you mean by 'Central Tendency'?

5.   Mention any two properties of a good Measure of Variation.

6.   What is Quartile Deviation?

7.   Name any four methods for studying Correlation.

8.   What is a 'Scatter Diagram'?

9.   What are Index Numbers?

10. Write short note on 'Factor Reversal Test'.

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

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

11. (a) Explain in detail the limitations of Statistics.

Or

(b) Represent the following data by a simple Bar Diagram:

Countries	Production of Sugar (in Quintals)
China	38,000
Japan	40,000
Indonesia	25,000
India	20,000
Pakistan	8,000
Srilanka	8,000

12. (a) From the following distribution of wages of 50 workers, find the Modal wage:

Daily wages (Rs.)	30	40	50	60	70	80	90	100	110
No of wage earners	2	3	2	6	10	11	12	3	1

Or

(b) Differentiate Geometric Mean and Harmonic Mean

13. (a) Calculate the Mean Deviation from the following data:

Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of students	4	6	10	20	10	6	4

Or

(b) Write short notes on (i) Variance; (ii) Range and (iii) Mean Deviation.

2   **S–4610**

14. (a) What is meant by Regression Analysis?

Or

(b) For the following values, make a Scatter Diagram and draw an estimating line:

X	2	3	7	6	8	9
Y	6	5	5	8	12	11

15. (a) Explain briefly the Semi-average method for determining the trend.

Or

(b) Write down the limitations of Index Numbers.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. List out and explain the General Rules for Constructing Diagrams.

17. Discuss in detail with a neat diagram the relationship among the Averages.

18. The profits earned by 100 companies during 2011 – 12 are shown below:

Profits	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No. of Companies	4	8	18	30	15	10	8	7

Calculate (a) Standard deviation; (b) Coefficient of Variation.

3

S–4610

19. Calculate the Karl Pearson's rank correlation co-efficient between advertisement cost and sales from the following data:

Advertisement Cost in '000 Rs.	39	65	62	90	82	75	25	98	36	78
Sales in Lakhs Rs.	47	53	58	86	62	68	60	91	51	84

20. Fit a straight line trend for the following data by the method of Least Squares:

Year:	2001	2002	2003	2004	2005	2006	2007	2008
Sales (Rs. Lakh)	4.12	4.38	4.44	4.54	4.70	4.82	4.90	5.00

Estimate Sales for the year 2010.

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4

S–4610

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Business Administration

Allied – OPERATION RESEARCH

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions

1. What is 'Operation Research'?

2. Write a short note on 'Decision Variables'.

3. What is an "Initial Basic Feasible Solution" in a Transportation Problem?

4. Explain the 'Minimax' Principle.

5. Define the term 'Degeneracy'.

6. Differentiate between Row Minima and Column Minima Methods.

7. Define PERT.

8. What is Critical Path?

9. What is Saddle Point?

10. How would you define a 'Two-person Zero Sum Game'?

Part B   (5 × 5 = 25)

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

11. (a) Summarize the Procedure for Graphing the Linear Inequalities.

                              Or

     (b) Obtain a feasible solution to the system of equations:

          $2x_1 - x_2 + 2x_3 = 2$ and $x_1 + 4x_2 = 8$

12. (a) Discuss the steps involved in finding the Initial Basic Feasible Solution using North-west Corner Method.

                              Or

     (b) Explain the steps involved in "Vogel's Approximation Method (VAM)".

13. (a) Explain the steps in finding the solution to an Assignment Problem using Hungarian Method.

                              Or

     (b) Three jobs P, Q and R are to be assigned to three machines X, Y and Z. The processing cost for each Job-machine combination is shown in the matrix given below. Determine the allocation that minimizes the overall processing cost:

          Machine

                X   Y   Z

          P ⎛ 17   25   31 ⎞

     Job Q ⎜ 10   25   16 ⎟ (cost is in Rs. per unit)

          R ⎝ 12   14   11 ⎠

S–4611

14. (a) What do you understand by PERT? How a network model is constructed using PERT?

Or

(b) List out the basic assumptions of a Two-Person Zero-Sum Game.

15. (a) What do you understand by Decision Theory? Discuss its applications.

Or

(b) Use the property of Dominance to find the optimal strategies for players A and B in the following game.

Player – B

$$
\begin{array}{c}
\text{Player – A}
\end{array}
\begin{array}{c}
\begin{array}{ccc}
\text{B1} & \text{B2} & \text{B3}
\end{array} \\
\begin{array}{c}
\text{A1} \\
\text{A2} \\
\text{A3}
\end{array}
\begin{pmatrix}
12 & -6 & -2 \\
7 & 7 & 3 \\
-10 & -6 & 2
\end{pmatrix}
\end{array}
$$

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Find an optimal solution to the following Linear Programming Problem (LPP) by computing all basic solutions and then finding the one that maximizes the objective function:

$3x_1 + 2x_2 + 2x_3 = 8$,

$3x_1 + 4x_2 + x_3 = 7$ with $x_1 \geq 0$ and $x_2 \geq 0$

Objective function = $z = 3x_1 + 2x_2 + x_3$.

3 **S–4611**

17. Consider the following transportation problem.

Origin	Destination				Availability
	D1	D2	D3	D4	
O1	5	8	3	6	30
O2	4	5	7	4	50
O3	6	2	4	6	20
Requirement	30	40	20	10	100

Determine an Initial Basic Feasible Solution (IBFS) using (a) Least-cost method and (b) Vogel's Approximation Method (VAM).

18. A company produces two types of pens, say A and B. Pen A is of superior quality and Pen B is of lower quality. Profits on pens A and B are Rs. 5 and Rs. 3 per pen respectively. Raw material required for each pen A is twice as that of pen B. The supply of raw material is sufficient only for 1000 pen of type B per day. Pen A requires a special clip and only 400 such clips are available per day. For pen B, only 700 clips are available per day. Find graphically the product mix so that the company can make a maximum profit.

19. Tabulate the differences between PERT and CPM.

20. Solve the following 2×2 games without Saddle Points:
(a)

Player B
		I	II
Player A	I	5	1
	II	3	4

(b)

Player B
		I	II
Player A	I	2	5
	II	7	3

(c)

Player B
		I	II
Player A	I	−4	6
	II	2	−3

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S–4611

B.B.A. DEGREE EXAMINATION, NOVEMBER 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 concept.

2.   What do you mean by skill analysis?

3.   What is self-esteem?

4.   Give the meaning of personality mapping.

5.   Define emotional intelligence.

6.   Give some example of positive emotions.

7.   What do you mean by thinking skills?

8.   Define brain storming.

9.   Define project report.

10.   What is meant by role-play?

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

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

11. (a) Explain the core competencies.

    Or

    (b) Describe the factors affecting attitude formation.

12. (a) Define self-esteem. Explain the different components of self-esteem.

    Or

    (b) Write a note on appreciative intelligence.

13. (a) Why is emotional intelligence important?

    Or

    (b) Distinguish between healthy and unhealthy emotions.

14. (a) Explain the interlink between mind, brain and behaviour.

    Or

    (b) List out and explain the different types of creativity.

15. (a) What are the steps involved in planning an oral presentation?

    Or

    (b) How to write a report on case analysis?

S-4612

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

Answer any **three** questions.

16.   What are the self-learning styles? Explain.

17.   Explain the implicit measures to assess the self esteem and its effectiveness.

18.   Explain the six phase model of creative thinking.

19.   Describe the key skills of critical thinking.

20.   Discuss the contents of a report.

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S-4612

S–4613	Sub. Code
	23BBA2S2

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

1. What is etiquette?

2. Write short note on manners.

3. State the meaning of courtesy.

4. What is a formal gathering?

5. Brief on the term email.

6. Write short note on online chat.

7. What do you mean by diversity?

8. Brief on the term taboo.

9. Write about the term attire.

10. Brief on the term dress code.

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

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

11. (a) Explain the components of greeting.

Or

(b) Enumerate on the role of good manners in business.

12. (a) Highlight the etiquette followed in formal gatherings.

Or

(b) Elaborate on conflict resolution strategies.

13. (a) State the ways to deal with disabled people in work place.

Or

(b) Write any five etiquettes followed in e-mail.

14. (a) Write in detail about cultural sensitivity.

Or

(b) Detail on term cultural communication.

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

Or

(b) Write any five tips in grooming for success.

S-4613

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

Answer any **three** questions.

16. Elaborate on the ABC's of etiquette.

17. Explain the common courtesy and manners followed in work place.

18. Detail on the telephone etiquette to be followed in workplace.

19. Enumerate on the importance of cultural awareness at workplace.

20. Elucidate the professional dress code followed in business.

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S-4613

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

ORGANISATIONAL BEHAVIOUR

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions

1. Define Organisational Behaviour.

2. Write short note on Globalization and O.B.

3. Define the term attitude.

4. What is motivational?

5. Brief on the term work team.

6. Write short note on group norms.

7. What do you mean by organizational culture?

8. Define organization structure.

9. Write about the term organizational change.

10. Brief on the term conflict.

Part B (5 × 5 = 25)

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

11. (a) Explain the scope of OB.

    Or

    (b) Enumerate on the contributing disciplines to OB.

12. (a) Explain the impact of satisfied employee in work place.

    Or

    (b) Elaborate on the Big five model.

13. (a) How do you create team players from individual and based work?

    Or

    (b) Detail on any five traits that a leader has to possess.

14. (a) Write down the impact of culture on organizations.

    Or

    (b) State the new design options available for organizations.

15. (a) Explain the forces of change.

    Or

    (b) Enumerate the conflict process.

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the opportunities for OB.

17. Explain the need hierarchy theory by Maslow.

18. Detail on the stages of group development.

19. Enumerate on the prevalent organizational designs.

20. Elucidate the various reasons for resistance to change.

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S-4614

S–4615	Sub. Code
	23BBA3C2

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

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

Answer **all** questions

1. Define financial management.

2. What do you mean by wealth maximization?

3. What do you mean by capital structure?

4. What are the components of cost of capital?

5. What do you mean by capital budgeting?

6. Write a note on capital rationing.

7. What is dividend policy?

8. What is relevance of dividends?

9. Write a note on operating cycle.

10. What are the objectives of working capital management?

Part B (5 × 5 = 25)

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

11. (a) State the advantages and disadvantages of equity share capital.

Or

(b) Explain the importance of finance.

12. (a) Bring out the characteristics of balanced capital structure.

Or

(b) Explain the significance of cost of capital.

13. (a) Explain the steps involved in capital budgeting process.

Or

(b) Explain the significance of capital budgeting.

14. (a) Explain the Gardon's model of dividend effect.

Or

(b) Critically examine the assumptions underlining the irrelevance hypothesis.

15. (a) Briefly explain the procedure for calculating working capital forecasting.

Or

(b) What are the advantages of working capital management?

2

S-4615

Section C   (3 × 10 = 30)

Answer any **three** questions.

16. List out and explain the long-term sources of finance.

17. Explain the factors to be considered in determining the capital structure of a company.

18. A company has to choose one of the following two mutually exclusive projects. Investment required for each projects is Rs. 150000. Both the projects have to be depreciated on straight line basis. The tax rate is 50%.

Year	Project before Depreciation	
	Project X	Project Y
1	42000	42000
2	48000	45000
3	70000	40000
4	70000	50000
5	20000	100000

Calculate Payback period.

19. Explain the factors which influence the dividend policy of a firm.

S-4615

20. A and B who want to buy a business seek your advice about the average working capital requirements in the first-year trading. The following estimates are available and you are asked to add 10% to allow as contingencies.

Average stock locked up in stock:

Finished goods   Rs. 5000

Materials   Rs. 8000

Average credit given:

Local sales – 2 weeks   Rs. 78000

Outside sales – 6 weeks   Rs. 312000

Time available for payment:

Purchases – 4 weeks   Rs. 96000

Wages - 2 weeks   Rs. 260000

Calculate average amount of working capital required.

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S-4615

B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　(10 × 2 = 20)

Answer **all** the questions

1. What is the shortcut key for copy in word?

2. What is page break?

3. What is spreadsheet?

4. What is borders and shading?

5. What is the extension of PowerPoint?

6. How will you add colour in a PowerPoint presentation?

7. What is tally?

8. What is the shortcut key for Contra voucher?

9. What is Google form?

10. What is questionnaire?

Part B (5 × 5 = 25)

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

11. (a) Explain how will you open, save and close a word document?

Or

(b) Explain formatting menu in word.

12. (a) Explain any five mathematical functions in Excel.

Or

(b) Discuss the editing option in MS Excel.

13. (a) How will you add audio and video in a presentation?

Or

(b) Explain the transition effects in PowerPoint presentation.

14. (a) Explain the features of tally.

Or

(b) Explain the voucher entry procedure in tally.

15. (a) Explain how will you insert an image in the Google form.

Or

(b) Explain the grid pattern of question in Google form.

S-4616

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail about mail merge.

17. Explain the spreadsheet formatting function.

18. Explain the procedure to print the handouts in PowerPoint.

19. Explain the order processing technique in detail.

20. Explain the procedure to share the Google form into a group.

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B.B.A. DEGREE EXAMINATION, NOVEMBER 2024

Third Semester

Business Administration

ENTREPRENEURIAL SKILL NEW VENTURE MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions

1.   Define the term Entrepreneurship.

2.   What is meant by innovation?

3.   Give the meaning of business idea.

4.   Define new product.

5.   What do you mean by feasibility analysis?

6.   What is competitor analysis?

7.   Define leadership.

8.   What is known as corporate entrepreneurship?

9.   What is the meaning of Start-ups?

10.   Define venture capital.

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

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

11. (a) State the importance of entrepreneurship.

    Or

    (b) How to stimulate creativity?

12. (a) What are the sources of recognizing business opportunities?

    Or

    (b) Write a note on Franchising.

13. (a) Explain the marketing aspect of feasibility analysis.

    Or

    (b) Write a note on industry analysis.

14. (a) State the features of leadership.

    Or

    (b) Describe the role of social entrepreneur.

15. (a) How can we do valuation of a new company?

    Or

    (b) Discuss the significance of MSMEs.

S-4617

Answer any **three** questions.

16. Identify the sources of innovation in business.

17. Explain the steps involved in new product development.

18. How to assess a new venture's financial strength and viability?

19. Explain the process of preparing the proper ethical and legal foundation for a new venture.

20. Describe the sources of financing to new ventures.

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