

S-7079

Sub. Code

22BBA5C1

B.B.A. DEGREE EXAMINATION, APRIL 2025.

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. State the definition of operations management.
2. What is a plant location?
3. Define work study.
4. What do you mean by motion study?
5. Give the definition of the term routing.
6. What is material handling?
7. Define quality control.
8. What do you mean by inspection?
9. Define inventory.
10. What is EOQ?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Briefly explain the principles of plant layout.

12. (a) List out the advantages of conducting a method study.

Or

- (b) Write a note on work measurement.

13. (a) Analyse the need for production planning and control.

Or

- (b) Discuss the principles of material handling.

14. (a) List out the objectives of quality control.

Or

- (b) Describe the methods of inspection.

15. (a) Briefly explain the stock levels related to inventory.

Or

- (b) Write a note on Computer Integrated manufacturing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the factors influencing the selection of a plant location? Explain.
 17. Explain the steps involved in a time study.
 18. Describe the functions of production planning and control.
 19. Explain the sampling techniques.
 20. Discuss the different types of automation.
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S-7080

Sub. Code

22BBA5C2

B.B.A. DEGREE EXAMINATION, APRIL 2025.

Fifth Semester

Business Administration

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Organizational Behaviour.
2. Write short note on group behaviour.
3. What do you mean by personality?
4. Define perception.
5. What do you mean by trait?
6. Define communication.
7. What do you mean by stressors?
8. Brief on the term conflict.
9. What do you mean by change?
10. Mention any two external forces that induce organizational change.

Part B

(5 × 5 = 25)

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

11. (a) Explain any five features of OB.

Or

- (b) Detail on the contributing disciplines to OB.

12. (a) Write down the internal factors influencing perception.

Or

- (b) Detail on the determinants of personality.

13. (a) Elaborate on the methods to overcome barriers to communication.

Or

- (b) Explain the importance of leadership.

14. (a) What are the sources of stress?

Or

- (b) Detail on the negotiation process.

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

Or

- (b) Elaborate on any five objectives of OD.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the scope of OB.
 17. Explain the techniques used in decision making.
 18. Detail on the barriers to effective communication.
 19. Write down the strategies used to manage stress.
 20. Elucidate the steps in managing change.
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S-7081

Sub. Code

22BBA5C3

B.B.A. DEGREE EXAMINATION, APRIL 2025.

Fifth Semester

Business Administration

HUMAN RESOURCE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What do you mean by HRM?
2. Brief on any two functions of HRM.
3. What is job analysis?
4. Write short note on job specification.
5. What do you mean by training?
6. Brief on the term on-the-job training.
7. What do you mean by promotion?
8. State any two principles of wage and salary administration.
9. What is workers participation in management?
10. List down any two forms of workers participation in management.

Part B

(5 × 5 = 25)

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

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

Or

- (b) Distinguish between HRM and personnel management.

12. (a) Write down the advantages of selection.

Or

- (b) What are the types of interview used in selection?

13. (a) Explain any five off-the-job training methods.

Or

- (b) Write the objectives of executive development.

14. (a) State any five methods used in performance appraisal.

Or

- (b) Detail on the reasons for transfer and demotion.

15. (a) Enumerate the objectives of good industrial relations.

Or

- (b) Write down the importance of industrial relations.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the scope of HRM.

17. Explain the selection procedure.

18. Detail on the methods of executive development.
 19. Enumerate the objectives of wage and salary administration.
 20. Elucidate the reasons that cause poor industrial relations.
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S-7082

Sub. Code

22BBA5C4

B.B.A. DEGREE EXAMINATION, APRIL 2025

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 environment.
2. What is the difference between Marketing and Selling?
3. Define Consumer Behaviour.
4. What is Industrial Market?
5. Define Product.
6. What are the benefits of Labelling?
7. What is Distribution Planning?
8. Define Pricing.
9. What is Sales Quota?
10. Define Personal Selling.

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the Organization of Marketing Department.

12. (a) Write a note on “Marketing Mix”.

Or

- (b) Discuss the various steps involved in Buyer Decision Process.

13. (a) Explain the various types of Packaging?

Or

- (b) How are Products Classified?

14. (a) Explain the various levels of distribution channels.

Or

- (b) Explain the methods of segmenting Consumer markets.

15. (a) Explain the Sales Promotion tools at Consumer level.

Or

- (b) Discuss the procedure to be followed in Effective selling.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Functions of Marketing.
 17. Discuss the various determinants of Consumer Behavior.
 18. Explain the steps involved in New Product Development.
 19. Discuss with relevant examples the various types of Pricing strategies.
 20. Discuss the techniques used in Sales forecasting.
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S-7083

Sub. Code

22BBA5C5

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Case study Research?
2. Define Business Research.
3. Define Research Design'
4. What is Research Objective?
5. What is Probability Sampling?
6. Define Primary data.
7. What are Attitude Scales?
8. Define Editing of Data.
9. What is Interpretation?
10. What is Review of Literature?

Part B

(5 × 5 = 25)

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

11. (a) What are the Characteristics of a Good research?

Or

- (b) Discuss the various utility of Business Research.

12. (a) Enumerate the significances of Research hypothesis.

Or

- (b) What are the sources of Identification of Research Problem?

13. (a) What are the difference between Probability and Non- Probability Sampling method?

Or

- (b) Explain the merits and demerits of Secondary data.

14. (a) Elucidate the various types of tables with examples.

Or

- (b) What is Coding in data processing?

15. (a) Analyze the Precautions in Interpretation.

Or

- (b) Explain how a research report is to be presented?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the steps involved in Research Process.
 17. Explain Exploratory Research design with examples.
 18. Discuss the advantages and disadvantages of Questionnaire method of data collection.
 19. Write a note on “Rating Scales “with relevant examples.
 20. Explain the steps involved in preparing Research Reports.
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S-7084

Sub. Code

22BBA6E1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective: INVESTMENT MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define: Equity Shares.
2. Define: Right Shares.
3. What is Initial Public Offering?
4. What is SEBI?
5. Define: Risk.
6. Define: Return.
7. Define: Capital.
8. Define: Capital Market Theory.
9. Define: Security Analysis.
10. Define: “Closed End Companies”.

Part B

(5 × 5 = 25)

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

11. (a) Distinguish between Investment and Speculation.

Or

- (b) Explain different types of Shares.

12. (a) Explain the functions of New Issue Market.

Or

- (b) Explain the functions of SEBI in securities market.

13. (a) Explain various types of Risk.

Or

- (b) Explain Efficient Market Theory.

14. (a) Explain Arbitrage Pricing Theory.

Or

- (b) Explain Portfolio Construction.

15. (a) Explain Portfolio Revision.

Or

- (b) Distinguish between closed ended and open ended investment companies.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Investment avenues available for investors in India.
 17. Discuss the present scenario relating to Capital Markets.
 18. What are the company factors considered in Fundamental Analysis?
 19. Explain the Markowitz Portfolio Theory.
 20. What are the different models of evaluating a portfolio?
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S-7085

Sub. Code

22BBA6E2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective — MANAGEMENT ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of management accounting?
2. What is trend analysis?
3. What do you mean by ratio?
4. What is debt equity ratio?
5. Write a note on fund from operation.
6. List out any two merits of cash flow statement.
7. How do you calculate break-even point in volume?
8. What do you mean by contribution?
9. What is key factor or limiting factor?
10. What is optimum sales mix?

Part B

(5 × 5 = 25)

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

11. (a) Differentiate management accounting with cost accounting.

Or

- (b) Write a format of comparative balance sheet.

12. (a) Examine about Dupont control chart.

Or

- (b) Discuss the components of solvency ratio.

13. (a) What are the importances of cash flow statement?

Or

- (b) Prepare a fund flow statement from the following information :

- (i) Increase in working capital : Rs. 4,000
- (ii) Net profit of Rs. 10,750 before written-off goodwill
- (iii) Depreciation on fixed assets : Rs. 1,750
- (iv) Dividend paid : Rs. 3,500
- (v) Goodwill written-off : Rs. 5,000 out of profits
- (vi) Rs. 5,000 in share capital was issued for cash
- (vii) Machinery purchased for Rs. 10,000.

14. (a) From the following information calculate :
 PV ratio, BEP and Margin of safety.
 Total sales = Rs. 3,60,000 selling price per unit = Rs. 100 Variable cost per unit Rs. 50
 Fixed cost = Rs. 1,00,000. If the selling price reduced to Rs. 90 by how much the margin of safety reduced?

Or

- (b) What do you mean by break even point? Explain.
15. (a) When do you advise a plant to shut down?
 Or
 (b) Discuss the components of sales mix.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. The following are the Balance Sheets of Harsha Ltd. as on March 31, 2006 and March 31, 2007.

Liabilities	2005 (Rs.)	2006 (Rs.)	Assets	2005 (Rs.)	2006 (Rs.)
Equity Capital	1,00,000	1,65,000	Fixed Assets	1,20,000	1,75,000
Preference Capital	50,000	75,000	Stock	20,000	25,000
Reserves	10,000	15,000	Debtors	50,000	62,500
Profit and Loss Account	7,500	10,000	Bills Receivable	10,000	30,000
Bank Overdraft	25,000	25,000	Prepaid expenses	5,000	6,000
Creditors	20,000	25,000	Cash at Bank	20,000	26,500
Provisions for Taxation	10,000	12,500	Cash in Hand	5,000	15,000
Proposed Dividend	7,500	12,500			
	<u>2,30,000</u>	<u>3,40,000</u>		<u>2,30,000</u>	<u>3,40,000</u>

Prepare common size Balance Sheet and interpret the same.

17. The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2020 is given below :

Particular	Rs.	Particular	Rs.
To Opening Stock	76,250	By Sales	5,00,000
To Purchases	3,15,250	By Closing Stock	98,500
To Carriage and Freight	2,000		
To Wages	5,000		
To Gross Profit b/d	2,00,000		
	<u>5,98,500</u>		<u>5,98,500</u>
To Administration expenses	1,01,000	By Gross Profit b/d	2,00,000
To Selling expenses	12,000	By Interest on Securities	1,500
To Non-operating expenses	2,000	By Dividend on shares	3,750
To Financial Expenses	7,000	By Profit on sale of shares	750
To Net Profit c/d	84,000		
	<u>2,06,000</u>		<u>2,06,000</u>

Calculate :

- Gross Profit Ratio
- Operating Expenses Ratio
- Operating Ratio
- Net Profit Ratio
- Operating Profit Ratio
- Stock Turnover Ratio

18. Markson's & Co. has a difference in balance as per cash book and bank statement as on 31st March 2021.

From the following information prepare schedule of changes in working capital and fund from operation.

Liabilities	2010	2011	Assets	2010	2011
Capital	1,00,000	1,50,000	Land and Building	1,00,000	95,000
Reserves	30,000	30,000	Plant and Machinery	80,000	90,000
P & L A/c	20,000	22,000	Stocks	70,000	1,10,000
6% Debentures	80,000	80,000	Debtors	20,000	25,000
Creditors	65,000	58,000	Investments (ST)	—	10,000
Provision for tax	5,000	10,000	Goodwill	20,000	10,000
			Cash	10,000	10,000
	<u>3,00,000</u>	<u>3,50,000</u>		<u>3,00,000</u>	<u>3,50,000</u>

Additional information :

- (a) During the year 2011 dividend of Rs. 15,000 were paid.
- (b) Depreciation of plant and machinery is to Rs. 6,000.
- (c) Provision for tax made during the year Rs. 5,000.
- (d) Profit on sale of machinery Rs. 2,000.

19. SVK Ltd., a multi-product Company, furnishes the following data relating to the year 2009 :

Particulars	First half of the year	Second half of the year
Sales	45,000	50,000
Profit earned	5,000	7,000

Assuming that there is no change in prices and variable costs and that the fixed expenses are incurred equally in the two half year periods calculate for the year 2009.

- (a) P/V Ratio
 - (b) Contribution
 - (c) Fixed cost
 - (d) BEP
 - (e) Margin of Safety
20. Explain the applications of marginal costing techniques with suitable example.
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S-7086

Sub. Code

22BBA6E3

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective: BUSINESS LAW

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define contract.
2. What is an agreement?
3. What do you mean by consent?
4. What is mistake?
5. What do you mean by contract of sale?
6. Write a note on transfer of ownership.
7. What do you mean by Express Agency?
8. Who is a principal?
9. Define company.
10. What is subsidiary company?

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of commercial law.

Or

- (b) Explain the types of contracts.

12. (a) Bring out the difference between Indemnity and Guarantee?

Or

- (b) What are the essential elements of coercion?

13. (a) Explain the characteristics of an agreement to sell.

Or

- (b) Discuss the provisions for formation of a contract of sale.

14. (a) Explain the duties of principal.

Or

- (b) Explain the liabilities of an agent.

15. (a) Briefly explain the characteristics of a company.

Or

- (b) Explain the stages involved in the formation of a company.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the incompetent parties to a contract
 17. Explain the different methods by which a contract can be discharged.
 18. Explain the Rights and Duties of Buyer.
 19. Discuss the manner in which, by the act of parties the agency can be terminated.
 20. What do you mean by Memorandum of Association?
Explain the contents of MOA
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S-7087

Sub. Code

22BBA6E4

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective: TOURISM MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define tourism.
2. Write short note on forms of tourism.
3. What is domestic tourism?
4. Brief on the term international tourism.
5. Write short note on ITDC.
6. What is NTA?
7. Who is a travel agent?
8. Brief on the term CRS.
9. What do you mean by concession?
10. Write about any two hotel chains in India.

Part B

(5 × 5 = 25)

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

11. (a) Elaborate on the various forms of tourism.

Or

- (b) Detail on the barriers to travel.

12. (a) Write down the various tourist attractions.

Or

- (b) Detail on the economic impact on tourism.

13. (a) Elaborate on the role of NTA in promoting tourism.

Or

- (b) Explain the activities done by STDC.

14. (a) What are the various functions of a travel agent?

Or

- (b) Write in detail about the airline industry.

15. (a) Write down the ways to do publicity for tourism.

Or

- (b) State the incentives provided by government to promote tourism.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the history of travel and tourism.
 17. Explain the factors influencing tourism development.
 18. Detail on the tourism planning process.
 19. Write down the importance of CRS.
 20. Elucidate the role and importance of tourism development.
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S-7088

Sub. Code

22BBA6E5

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective — FINANCIAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define “Finance”.
2. What is Optimum Capital Structure?
3. What is Cost of Equity?
4. What is Gross Working Capital?
5. Define “Risk”.
6. What is Cost of Preference Shares?
7. What is Flexible Budget?
8. What is Cash Budget?
9. What is Pay Back Period?
10. What is Discount Factor?

Part B

(5 × 5 = 25)

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

11. (a) What is Profit Maximisation?

Or

- (b) Discuss the scope of Financial Management.

12. (a) The market price of a share is Rs. 40 and a company plans to pay a dividend of Rs. 9 per share. The growth in dividends is estimated at the rate of 10%. Find out the cost of equity capital.

Or

- (b) Explain the Sources of Working Capital.

13. (a) Explain Cost of Debenture before tax and after tax.

Or

- (b) Explain weighted average cost of capital.

14. (a) Explain various types of Budgets.

Or

- (b) Explain the advantages and disadvantages of cash management.

15. (a) Explain Average Rate of Return (ARR).

Or

- (b) Discuss the various capital budgeting techniques.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain “Profit Maximisation Vs. Wealth Maximisation”.
17. Discuss how the cost of capital enters in to the process of evaluating capital budgeting proposals.
18. Explain the different types of preference shares.
19. Prepare Flexible Budget for overheads on the basis of the following data. Ascertain the overhead rates at 50%, 60% and 70% capacity.

Particulars	At 60% capacity (Rs.)
Variable Overheads :	
Indirect material	6,000
Indirect labour	18,000
Semi-variable overheads :	
Electricity (40%)	30,000
Repairs (20%)	3,000
Fixed Overheads :	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total Overheads	93,000

Estimated Direct labour hours 1,86,000.

20. A project needs an investment of Rs. 1,38,500. The cost of capital is 12%. The net cash inflows are as under :

Year	Rs.
1	30,000
2	40,000
3	60,000
4	30,000
5	20,000

Calculate the IRR and suggest whether the project should be accepted or not.

S-7089

Sub. Code

22BBA6E6

B.B.A. DEGREE EXAMINATION, APRIL 2025

Sixth Semester

Business Administration

Elective: SERVICE MARKETING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Give the definition of service.
2. Why is Service marketing important?
3. Define the term service design.
4. What is meant by service benchmarking?
5. What are the components of service marketing mix?
6. What is known as service offer?
7. Give the meaning of price.
8. Define direct marketing.
9. What is a service location?
10. What do you mean by services gap?

Part B

(5 × 5 = 25)

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

11. (a) Explain the components of a service.

Or

- (b) State the characteristics of services.

12. (a) Analyse the uses of service blue printing

Or

- (b) Explain the different types of service layout.

13. (a) Write a note on service delivery system.

Or

- (b) How to brand a service?

14. (a) What are the different types of pricing?

Or

- (b) Describe the importance of personal selling.

15. (a) Explain the methods of distributing services.

Or

- (b) Discuss the role of physical evidence in service delivery.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the evolution and growth of service sector.
 17. What are the factors to be considered in designing service process? Explain.
 18. Describe the process of service mix.
 19. Explain the steps involved in an advertising process.
 20. Discuss the criteria to be used while selecting service personnel.
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S-7393

Sub. Code

22BBA1C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

FINANCIAL ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. State the golden rules of accounts.
2. What are the limitations of accounting?
3. What is Analytical petty cash book?
4. What is sales return book?
5. What is meant by error of partial omission?
6. What is meant by rectification of errors?
7. List out the various methods of depreciation.
8. What is sinking fund method?
9. What is the need for preparing profit and loss account?
10. What are fixed assets?

Part B

(5 × 5 = 25)

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

11. (a) State whether the balance of each of the following accounts should be placed in the debit or the credit column of the trial balance:
- (i) Sundry debtors
 - (ii) Sundry creditors
 - (iii) Cash in hand
 - (iv) Bank overdraft
 - (v) Salary
 - (vi) Discount allowed
 - (vii) Plant and machinery
 - (viii) Furniture

Or

- (b) What are the importances of book keeping?
12. (a) Explain the different types of cash book.

Or

- (b) Prepare a analytical petty cash book from the following information on the imprest system:

2020		Rs.
Jan. 1	Received for petty cash	500
Jan. 2	Paid rickshaw charges	5
	Paid cartage	12
Jan. 3	Paid for postage	15
	Paid wages to casual labourer	66
Jan. 4	Paid for stationery	134
	Paid for auto charges	18
Jan. 5	Paid for repairs	65
	Paid for bus fare	11
	Paid for cartage	24

13. (a) From the following particulars, ascertain the cash book balance as on 31st December, 2019.
- (i) Overdraft balance as per bank statement Rs. 1,26,640
 - (ii) Interest on overdraft entered in the bank statement, but not yet recorded in cash book Rs. 3,200
 - (iii) Bank charges entered in bank statement, but not found in cash book Rs.600
 - (iv) Cheques issued, but not yet presented for payment Rs.23,360
 - (v) Cheques deposited into the bank but not yet credited Rs.43,400
 - (vi) Interest on investment collected by the bank Rs. 24,000

Or

- (b) Write a note on one sided errors and two sided errors.

14. (a) What are the objectives of providing depreciation?

Or

- (b) On 1st April 2015, Kumaresan purchased a machine for Rs.80,000 and spent Rs.20,000 on its Installation. The residual value at the end of its expected useful life of 8 years is estimated at Rs. 4,000. On 30th September 2017, the machine is sold for Rs. 50,000. Depreciation is to be provided according to straight line method. Prepare Machinery Account. Accounts are closed On 31st December every year.

15. (a) From the following details, prepare profit and loss account.

Particulars	Rs.	Particulars	Rs.
Gross profit	50,000	Interest received	2,000
Office rent	10,000	Discount received	3,000
Depreciation on office assets	8,000	Carriage outwards	2,500
Discount allowed	12,000	Insurance on office building	3,500
Advertisement	4,000	General expenses	3,000
Audit fees	1,000	Freight inwards	1,000

Or

- (b) What are the objectives of preparing trading account?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Journalise the following transactions in the books of Rasu and post them to ledger accounts.

- 2021 Nov 1 Cash in hand Rs. 1,00,000; Cash at bank: Rs. 30,000
- 2 Rasu sold goods to Jothi for Rs.25,000 against a cheque and deposited the same In the bank
- 4 Received as commission Rs 5,000
- 8 Bank paid Rs. 15,000 directly for insurance premium of Rasu.
- 15 Cash deposited into bank Rs. 30,000
- 20 Cash withdrawn from bank for personal use Rs. 45,000.

17. Prepare three column cash book in the books of Thiru Durairaj.

2017		Rs.
March 1	Cash in hand	12,000
	Cash at bank	15,000
2	Cash paid into bank	11,000
3	Goods sold Rs. 18,500. Half of it is received in cash and half of it is received by cheque which is immediately deposited in the bank	
4	Sold on credit to Jayaraj for	7,000
8	Jayaraj sent a cheque in full settlement	6,900
12	Jayaraj's cheque was sent to bank	
14	Bought goods from Iqbal and issued a cheque to him immediately	8,500
15	Bought goods from Murali on credit	4,000
19	Received a cheque from Kannappan in full settlement of his account of Rs.2,000	1,975
20	Drew cash Rs. 3,000 and by cheque Rs.5,000 for personal use	
25	Paid Vinod by cheque in full settlement of his account of Rs. 2,000	1,850

18. What is BRS and explain the reason for preparing BRS?
19. Calculate the amount of depreciation and depreciation rate from the following by using 'straight line method'. Also give journal entries for the first two years. The books are closed on 31st December every year.
- January 1, 2016 Payment to vendor for purchase of machinery Rs. 1,40,000
- January 1, 2016 Transportation cost Rs. 1,000
- January 1, 2016 Installation cost Rs. 9,000
- Estimated scrap value at the end of the life Rs. 45,000
- Estimated life 7 years

20. From the following balances of Niruban, prepare balance sheet as on 31st December, 2022.

Particulars	Dr (Rs)	Cr (Rs)
Plant and machinery	8,00,000	
Land and building	6,00,000	
Furniture	1,50,000	
Cash in hand	20,000	
Bank overdraft		1,80,000
Debtors and Creditors	3,20,000	2,40,000
Bills receivable and Bills payable	1,00,000	60,000
Closing stock	4,00,000	
Investments (short-term)	80,000	
Capital		15,00,000
Drawings	1,30,000	
Net Profit		6,20,000
	<u>26,00,000</u>	<u>26,00,000</u>

S-7394

Sub. Code

22BBA1C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

MANAGERIAL ECONOMICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term business decision making.
2. What do you mean by demand?
3. What is income elasticity of demand?
4. Give the definition of indifference curves.
5. What is Break Even Point?
6. Define National Income.
7. What do you mean by Monopoly?
8. What is Economies of scale?
9. What is credit control?
10. Define Fiscal policy.

Part B

(5 × 5 = 25)

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

11. (a) Describe the different types of demand.
Or
(b) Illustrate the concept of Consumer surplus.
12. (a) Demonstrate the different types of price elasticity of demand.
Or
(b) Briefly explain the properties of indifference curves.
13. (a) Discuss the use of determining Break Even Point in business.
Or
(b) Briefly explain the concepts of National Income.
14. (a) Describe the Sales maximization principle.
Or
(b) State the features of Monopolistic competition.
15. (a) Explain the functions of money.
Or
(b) Describe the instruments of Fiscal policy.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Law of diminishing marginal utility.
17. Describe the Law of Returns to scale.
18. What are the different types of costs? Explain.
19. Explain the characteristics of Perfect competition.
20. Discuss the role of Commercial banks in credit control.

S-7395

Sub. Code

22BBAA1

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied : BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer all questions.

1. What do you mean by Business Environment?
2. Give examples for the internal factors affecting business.
3. What is meant by Social responsibilities of business?
4. What is known as Cultural heritage?
5. Define Technology.
6. List out any two merits of import of technology.
7. What are the indicators of standard of living?
8. State the meaning of Globalization.
9. What do you mean by Consumer Protection?
10. What is known as a Trade mark?

Part B

(5 × 5 = 25)

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

11. (a) Why understanding business environment is needed?

Or

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

12. (a) Describe the importance of religious, caste and lingual groups in business decisions.

Or

- (b) Briefly explain the impact of culture in business

13. (a) Describe the Government's role in business development in India.

Or

- (b) State the impact of technology on society.

14. (a) How does the growth of population affect business?

Or

- (b) Discuss the significance of Foreign Direct investment.

15. (a) List out the salient features of Industries Development and Regulations Act, 1951.

Or

- (b) State the importance of Right to Information Act, 2005.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain briefly the external factors of business environment.
 17. Explain the social responsibility of business towards customers and society.
 18. Discuss the merits and demerits of importing technology.
 19. Explain the role of Public sector units in Indian Economy.
 20. Explain the Patents Act, 1970.
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S-7396

Sub. Code

22BBA2C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

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 unit?
2. What is Standard Cost?
3. What do you mean by Bin Card?
4. Define: Centralized purchasing.
5. What is Taylor's differential piece rate system?
6. What is Rowan Plan?
7. Define: Overhead.
8. What is Reconciliation Statement?
9. What is Cost Sheet?
10. What is Works Cost?

Part B

(5 × 5 = 25)

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

11. (a) Explain briefly the nature, scope and functions of cost accounting.

Or

- (b) State and explain the major differences between financial accounting and cost accounting.

12. (a) Explain Maximum level, Minimum level and Re-order level, EOQ.

Or

- (b) Prepare stores ledger account under FIFO method.

1.1.98 Opening stock 200 units at Rs.3

2.1.98 Received 300 units at Rs.4

4.1.98 Issued 250 units

6.1.98 Received 100 units at Rs.2

7.1.98 Issued 500 units

8.1.98 Received 100 units at Rs. 3

13. (a) Explain the causes of labour turnover.

Or

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

Standard Time – 36 hours

Actual Time – 30 hours

Rate per hour – Rs.10

14. (a) Explain the importance of overhead.

Or

- (b) Apportion the overheads among the departments A, B, C, D and E.

Rent and Rates	Rs. 20,000
Indirect wages	Rs. 6,000
Depreciation and Machinery	Rs. 40,000
Power	Rs. 6,000
General Lighting	Rs. 2,400
Sundries	Rs. 40,000

Particulars	A	B	C	D	E
Floor Space (sq.ft)	4,000	5,000	6,000	4,000	1,000
H.P of machine	120	60	100	20	-
Light points	20	30	40	20	10
Direct wages (Rs.)	6,000	4,000	6,000	3,000	1,000
Value of machinery (Rs.)	1,20,000	1,60,000	2,00,000	10,000	10,000

15. (a) Prepare a cost sheet indicating the prime cost, work cost, production cost, cost of sales and sales value for the year ended 31.12.2010.

Direct Material	Rs. 7,00,000
Direct Wages	Rs. 5,30,000
Profit	Rs. 4,04,000
Selling and distribution overhead	Rs. 3,15,000
Administrative overhead	Rs. 2,10,000
Factory overheads	Rs. 2,30,000

Or

- (b) What are the main advantages of cost sheet?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Write the procedures in purchase of material.
17. Two components, A and B are used as follows:
Normal usage: 50 units each per week
Minimum usage: 25 units each per week
Maximum usage: 75 units each per week
Re-order quantity: A-300 units; B-500 units
Re-order period: A- 4 to 6 weeks; B- 2 to 4 weeks.
Calculate :
- (a) Re-order level,
 - (b) Minimum level,
 - (c) Maximum level,
 - (d) Average stock level.
18. Distinguish between allocation and apportionment of overheads. Mention also the basis of apportionment of expenses.
19. Explain in brief the various methods for apportionment of service department's cost over production departments.
20. Find out the Economic order quantity when the annual consumption is 6000 kg. Ordering cost is Rs.120 per order. Price per kilo is Rs.20 and carrying cost is 20%. Also ascertain the frequency of placing order.
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S-7397

Sub. Code

22BBA2C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

BUSINESS CORRESPONDENCE

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Communication.
2. Define Non-verbal Communication with a few examples.
3. State the purpose of a covering letter.
4. What purpose does a Memorandum serve?
5. What are Press Reports?
6. What is the importance of Market Report?
7. Give two examples of an Analytical Report.
8. Provide any two examples for reports on Problems in Business?
9. Define Agenda.
10. What are the advantages of Email communication?

Part B

(5 × 5 = 25)

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

11. (a) Explain the Steps in Communication Process.

Or

- (b) Discuss in detail the Barriers to Communication.

12. (a) Describe the various components of a Job Appointment Order.

Or

- (b) Write a department circular for your organisation, convening an urgent meeting of staff members involved in Customer Engagement.

13. (a) Explain in detail the Characteristics of a Business Report.

Or

- (b) Write a detailed account on the Types of Reports

14. (a) Write a report on the Blood Donation Camp held at your College.

Or

- (b) Enumerate the Points to be considered while writing an Individual Report.

15. (a) Prepare an Agenda for a Seminar organised in your Department in which you have a guest speaker.

Or

- (b) Write down the minutes of the meeting of the working committee of your department's student association.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain with examples the types of Non-verbal Communication.
 17. Write a Covering Letter along with your detailed resume/bio-data to an employer of your choice, in response to a job advertisement in a local newspaper that you want to apply for.
 18. Explain in detail the Steps in drafting Formal Business Reports.
 19. A car manufacturer has appointed a committee to investigate the feasibility of setting up a car manufacturing plant in India. As the Chairperson of the committee, draft your report with recommendations.
 20. Describe in detail the Processes involved in organising a Formal Business Meeting.
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S-7398

Sub. Code

22BBAA2

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied : BANKING PRACTICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you infer about village adoption scheme?
2. What do you understand about credit creation?
3. Define cheque.
4. Write a note on endorsement.
5. List out the requirements of opening an account in the name of a Partnership firm.
6. Write a note on joint account.
7. Bring out any two features of online banking.
8. What is credit card?
9. Write a note on gross secured loan.
10. What do you mean by lien?

Part B

(5 × 5 = 25)

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

11. (a) Differentiate Scheduled banks and non scheduled banks.

Or

- (b) Compare and contrast Unit banking and branch banking.

12. (a) Explain the special relationship between banker and customer.

Or

- (b) State the significance of Negotiable Instruments.

13. (a) List out the requirements of opening an account in the name of a company.

Or

- (b) Explain the features of pass book.

14. (a) Explain duties of paying banker.

Or

- (b) Write a note on innovations in banking.

15. (a) Describe important features of loan on hypothecation.

Or

- (b) Discover the Precautions to be taken by the banker while sanctioning unsecured loan.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of commercial banks.
 17. Discuss the duties and rights of banker and customer.
 18. Explain the Various Types of Account.
 19. Bring out the advantages and disadvantages of off line banking.
 20. Explain the different kinds of mortgages.
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S-7399

Sub. Code

22BBA3C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Business Administration

BUSINESS STATISTICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is one dimensional diagram?
2. List out the limitations of statistics.
3. Define the term Median.
4. What are the uses of Geometric mean?
5. What is Range?
6. What is mean deviation?
7. What are the methods of studying regression?
8. What is rank correlation?
9. Why should we learn Time Series?
10. What is cost of living index?

Part B

(5 × 5 = 25)

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

11. (a) Explain the types of series.

Or

- (b) What are the advantages of graphic presentation?

12. (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) What are the types of average?

13. (a) How to calculate the standard deviation?

Or

- (b) Calculate the Mean Deviation about mean and its coefficient of the income groups of Five, given below.

Income Rs. 4000 4200 4400 4600 4800

14. (a) Find the means of X and Y variables and the coefficient of correlation between them from the following two regression equations:

$$4X - 5Y + 33 = 0$$

$$20X - 9Y - 107 = 0$$

Or

- (b) Explain the types of correlation.

15. (a) The annual production of a commodity is given as follows:

Year	production (in tones)
1995	155
1996	162
1997	171
1998	182
1999	158
2000	180
2001	178

Fit a straight line trend by the method of least squares.

Or

- (b) State the limitations of index number.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the functions of statistics.
17. From the following data calculate mean, median and mode:

<i>X</i>	50-53	53-56	56-59	59-62	62-65	65-68	68-71	71-74	74-77
<i>f</i>	3	8	14	30	36	28	16	10	5

18. Compute Quartile deviation from the following data

<i>CI</i>	10-20	20-30	30-40	40-50	50-60	60-70	70-80
<i>f</i>	12	19	5	10	9	6	6

19. Find coefficient of correlation for the following:

Cost (Rs.)	14	19	24	21	26	22	15	20	19
Sales (Rs.)	31	36	48	37	50	45	33	41	39

20. Compute (i) Laspeyre's (ii) Paasche's (iii) Fisher's Index numbers for the 2020 from the following data.

Commodity	Price		Quantity	
	2010	2020	2010	2020
P	12	14	18	16
Q	15	16	20	15
R	14	15	24	20
S	12	12	29	23

S-7400

Sub. Code

22BBA3C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

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. Name few management gurus.
2. Define Administration.
3. Define forecasting.
4. What do you mean by decision-making?
5. Define line organization.
6. What is informal organization?
7. Define training.
8. Define Directing.
9. What do you mean by controlling?
10. Mention few problems in coordination.

Part B

(5 × 5 = 25)

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

11. (a) Explain the functions areas of management.

Or

- (b) Explain the features of managerial skills.

12. (a) Discuss the characteristics of planning.

Or

- (b) Explain the importance of decision making.

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

Or

- (b) Write the pros and cons of the groups.

14. (a) Describe the Herzberg two factors theory.

Or

- (b) Write a short note on Selection.

15. (a) Discuss the controlling techniques.

Or

- (b) Discuss the problems in coordination with examples.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the levels of management.
 17. Discuss the methods of forecasting.
 18. Write the importance of line and staff organization.
 19. Describe the McGregor's Motivation theory.
 20. Explain the principles and need of controlling.
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S-7401

Sub. Code

22BBAA3

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied — ADVERTISING AND SALES PROMOTION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Direct mail Advertising?
2. What is Transportation Advertising?
3. What are Advertisement Slogans?
4. Define Advertising agencies.
5. What is Lithography printing?
6. What is Advertising layout?
7. Define Sales force Management.
8. Define Personal Selling.
9. Define Sales Promotion.
10. What is Guarantee?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the Importance of Advertising.

Or

- (b) What are the merits and demerits of Outdoor Advertising?

12. (a) What are the various functions of Advertisement agencies?

Or

- (b) What are the various types of Advertising Budgets?

13. (a) What are the factors to be considered in design of Advertising Layout?

Or

- (b) Explain Typographic printing process.

14. (a) Discuss the importance of Training Sales force.

Or

- (b) Explain the process of Personal selling.

15. (a) State the importance of marketing communication.

Or

- (b) Write a note on sales promotion tools at dealers level.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Define Advertising. What are the merits and demerits of Print Advertising?
 17. Explain the various elements of Advertising Copy.
 18. Define Campaign planning. What are the various steps in Campaign planning?
 19. Explain the various methods of recruitment of Sale force in the organisation.
 20. Discuss the various Sales Promotion techniques at Consumer level.
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S-7402

Sub. Code

22BBA4C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

BUSINESS MATHEMATICS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by 'the slope of a straight line'?
2. Write a short note on the demand curve.
3. Define a 'subset', with two examples.
4. Using Venn diagram, prove that for set A , $A \cap A = A$.
5. Find the adjoint of the matrix $A = \begin{bmatrix} 2 & 2 \\ 3 & 5 \end{bmatrix}$.
6. Define 'rank' of a matrix.
7. Differentiate with respect to x : $y = e^{-ax}$.
8. What is elasticity of a function?
9. Evaluate $\int 3x^2 dx$.
10. What is average cost function?

Part B

(5 × 5 = 25)

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

11. (a) If $A(-3, 3), B(5, 9)$ and $C(-7, 4)$, find the distance between AB and BC .

Or

- (b) Explain the features of break-even analysis.
12. (a) Find Cartesian product $A \times B$ if $A = \{a, b, c, d\}$ and $B = \{1, 2, 3\}$.

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) Prove that $AA^{-1} = I$.

Or

- (b) If $\begin{bmatrix} 4 & -3 \\ 5 & 2 \end{bmatrix} X = \begin{bmatrix} 14 \\ 29 \end{bmatrix}$, find the matrix X .

14. (a) An apartment complex has 250 apartments to rent. If they rent x apartments then their monthly profit, in rupees, is given by, $P(x) = -8x^2 + 3200x - 80,000$. How many apartments should they rent in order to maximize their profit?

Or

- (b) If the perimeter of a circle increases at a constant rate, prove that the rate of increase of area varies as the radius of the circle.
15. (a) Find the producers' surplus for the supply function $p = 3 + x^2$ when the price is 12.

Or

- (b) The relationship between profit P and advertising cost x is given by $P = \frac{4000x}{500x} - x$. Find x which maximises P .

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Let two cities located at (2, 1) and (8, 9) be connected by a straight road. Let a third city be at (4, 7). Find the point of intersection on the road which should be connected to the third city so that its distance from the road is least.
17. In a class, 40% of the students enrolled for Math and 70% enrolled for Economics. If 15% of the students enrolled for both Math and Economics, what % of the students of the class did not enroll for either of the two subjects? Solve using Venn diagram.

18. Solve the equations $2x + 8y + 5z = 5$, $x + y + z = -2$, $x + 2y - z = 2$ by using matrix inversion method.
19. A train which is found to consume fuel at the rate of $(0.0002x^2 + 0.02x + 0.32)$ gallons per hour when travelling at x miles per hour. Determine :
- (a) the speed at which the fuel consumption per mile is at minimum.
 - (b) if fuel cost Rs. 0.50 per gallon and other costs are Rs. 0.09 per hour, what speed will minimize the total cost per mile.
20. The marginal cost function of manufacturing x units of a commodity is $6 + 10x - 6x^2$. Find the total cost and average cost, given that the total cost of producing 1 unit is 15.
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S-7403

Sub. Code

22BBA4C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

COMPUTER APPLICATION IN BUSINESS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a computer?
2. Write any four input devices.
3. What is MS word?
4. What is the shortcut key for paste?
5. What is MS Excel?
6. What is a cell in MS-Excel?
7. What are the uses of tally?
8. What is contra voucher?
9. What is inventory?
10. Give any two examples of stock category.

Part B

(5 × 5 = 25)

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

11. (a) What are the characteristics of a computer?

Or

- (b) Differentiate hardware and software operation system in a computer.

12. (a) Explain spelling and grammar check in word.

Or

- (b) Explain the procedure for opening, saving and closing a document.

13. (a) Explain the feature of MS Excel.

Or

- (b) Discuss the application of MS Excel.

14. (a) Explain the features of tally.

Or

- (b) Explain how will you edit and delete a ledger?

15. (a) Explain stock items and unit of measure.

Or

- (b) Explain how will you view profit and loss account in tally.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain windows explorer.
 17. Explain how will you working with table.
 18. Discuss entering, editing and formatting data in a worksheet.
 19. Differentiate computerized accounting and manual accounting.
 20. Explain the configuration and features of stock item.
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S-7404

Sub. Code

22BBAA4

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied — CUSTOMER RELATIONSHIP MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Relationship Marketing.
2. Mention the elements of CRM.
3. What do you mean by CRM Strategy?
4. Why is customer knowledge important in CRM?
5. What is known as relationship data management?
6. What is data segmentation?
7. Distinguish between contact management and campaign management.
8. What is meant by benchmark in CRM?
9. Why quality is important in CRM?
10. What is the role of operational CRM?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on the history of CRM.

Or

- (b) Explain the components of consumer's life style.

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

Or

- (b) Explain the importance of relationship policy in CRM.

13. (a) Describe the techniques used in data mining.

Or

- (b) What are the characteristics of data warehouse?

14. (a) What are the benefits of campaign management?

Or

- (b) How do you map a customer ecosystem?

15. (a) Discuss the steps involved in CRM planning.

Or

- (b) What are the applications of CRM in banking sector?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the significance of various customer touch points before and during purchase.
 17. Describe the different phases of customer — supplier relationship.
 18. How do you set an evaluation criterion in choosing an appropriate CRM package?
 19. Explain the steps involved in vendor selection process.
 20. Discuss the importance of maintaining customer privacy.
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