S–5983	Sub. Code **23BBA1C1**

B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

PRINCIPLES OF MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define Scientific Management.

2. What is management?

3. Define Policy.

4. What do you mean by Decision-making?

5. What is informal organization?

6. What is do mean by Delegation?

7. Define Coordination.

8. Mention few processes in Control.

9. Define Ethics internal.

10. What do you mean by environment protection?

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

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

11. (a) Explain the Levels of Management.

Or

(b) Write the process of a management.

12. (a) Discuss the steps involved in planning.

Or

(b) Briefly explain the different types of decision.

13. (a) Explain the types of organizations.

Or

(b) Write a short note on Decentralization.

14. (a) Discuss the purpose and need of coordination.

Or

(b) Explain in detail the importance of Controlling.

15. (a) Explain the importance of values in Business.

Or

(b) Explain in detail the responsibilities of Business.

2

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

Answer any **three** questions.

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

17. Explain in detail the process of decision making.

18. Write the difference between authority and power.

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

20. Discuss the role and importance of business ethics.

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S–5983

S–5984	Sub. Code
	23BBA1C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

ACCOUNTING FOR MANAGERS – I

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is ledger?

2. What is "Full Disclosure Principle" of accounting.

3. What is meant by bank overdraft?

4. What is suspense account?

5. What is the need for preparing final accounts?

6. What are accrued incomes?

7. What is repossession?

8. Difference between hire purchase and installment system?

9. From the following details, calculate credit purchases.

Particulars	Rs.
Opening creditors	1,70,000
Purchase returns	20,000
Cash paid to creditors	4,50,000
Closing creditors	1,90,000

10. State any two features of single entry system?

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

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

11. (a) Enter the following . transactions in the journal of Manohar who is dealing in textiles:

March 1	Manohar started business with cash	60,000
2	Purchased furniture for cash	10,000
3	Bought goods for cash	25,000
6	Bought goods from Kamalesh on credit	15,000
8	Sold goods for cash	28,000
10	Sold goods to Hari on credit	10,000
14	Paid Kamalesh	12,000
18	Paid rent	500
25	Received from Hari	8,000
28	Withdrew cash for personal use	4,000

Or

(b) What are the objectives of Accounting?

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12. (a) Prepare bank reconciliation statement as on 31st December, 2020 from the following information.

   (i) Balance as per bank statement (pass book) is Rs. 25,000.

   (ii) No record has been made in the cash book for a dishonour of a cheque for Rs. 250.

   (iii) Cheques deposited into bank amounting to Rs. 3,500 were not yet collected.

   (iv) Bank charges of Rs. 300 have not been entered in the cash book.

   (v) Cheques issued amounting to Rs. 9,000 have not been presented for payment.

   Or

   (b) Write a note on error of principle by giving an example.

13. (a) From the following balances obtained from the books of Mr. Rajesh, prepare trading and profit and loss account.

Particulars	Rs	Particulars	Rs
Stock on 01.01 .2021	8,000	Bad debts	1,200
Purchases for the year	22,000	Trade expenses	1,200
Sales for the year	42,000	Discount allowed	600
Expenses on purchases	2,500	Commission allowed	1,100
Financial charges paid	3,500	Selling expenses	600
Expenses on sale	1,000	Repairs on office vehicles	600

   Or

   (b) What is meant by gross profit and net profit?

3

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14. (a) What is hire purchase Trading account? What are its various methods?

Or

(b) X purchased a machinery under hire purchase system. The terms are as follows:

Cash price Rs. 14,900, down payment Rs.4,000 and three annual installment of Rs.4,000 each. Interest included in the installment is 5% p.a. Calculate the interest.

15. (a) Siva does not keep his books under double entry system. Find the profit or loss made by him for the year ending 31st March. 2019.

Particulars	31.3.2018 Rs	3 1.3.2019 Rs
Cash at Bank	5,000 (Dr.)	60,000 (Cr.)
Cash in hand	3,000	4,500
Stock of goods	35,000	45,000
Sundry Debtors	1,00,000	90,000
Plant and Machinery	80,000	80,000
Land and Buildings	1,40,000	1,40,000
Sundry Creditors	1,70,000	1,30,000

Siva had withdrawn Rs. 60,000 for his personal use. He had introduced Rs. 17,000 as capital for expansion of his business. Create a provision of 5% on debtors. Plant and machinery is to be depreciated at 10%.

Or

(b) State the differences between double entry system and single entry system.

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Answer any **three** questions.

16. (a) The following balances are extracted from the books of Murugesan on 31st December, 201 8. Prepare the trial balance.

	Rs.		Rs.
Capital	1,50,000	Sales	75,000
Debtors	22,800	Return inwards	1,000
Rent received	500	Discount allowed	800
Bank overdraft	3,100	Discount received	1,000
Creditors	5,500	Wages	2,900
Premises	1,46,000	Salaries	3,500
Opening stock	10,000	Commission paid	1,100
Purchases	45,000	General expenses	2,000

17. The following errors were located by the accountant before preparation of trial balance. Rectify them.

(a) The total of the discount column of Rs. 1,100 on the debit side of the cash book was not yet posted.

(b) The total of the discount column on the credit side of the cash book was undercast by Rs.500.

(c) Purchased goods from Ramu on credit for Rs. 700 was posted to the debit side of his account.

(d) Sale of goods to Selvam on credit for Rs.78 was posted to her account as Rs. 87.

(e) The total of sales returns book of Rs. 550 was posted twice.

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18. Prepare trading and profit loss account and balance sheet from the following trial balance of Mahesh as on 31st March 2022.

Debit balance	Rs.	Credit balance	Rs.
Sundry debtors	61,000	Capital	70,000
Plant and machinery	80,000	Purchase returns	2,000
Bank charges	4,200	Sales	2,55,000
Wages	7,000	Bank over draft	77,000
Sales return	5,000		
Purchases	1,52,000		
Opening stock	30,000		
Drawings	22,000		
Establishment expenses	20,000		
Bad debts	800		
Business premises	22,000		
	4,04,000		4,04,000

Adjustments:

(a) The closing stock was Rs.80,000

(b) Provide depreciation on plant and machinery @ 20%

(c) Write off Rs. 800 as further bad debts

(d) Provide the doubtful debts @ 5% on sundry debtors

19. Explain the following :

(a) Hire purchase (b) Installment

6

20. Arun carries on hardware business and does not keep his books on double entry basis.

The following particulars have been extracted from his books:

Particulars	31.12.2019	31.12.2020
	Rs	Rs
Land and building	2,40,000	2,40,000
Stock-in-trade	1,20,000	1,70,000
Debtors	40,000	51,500
Creditors	50,000	45,000
Cash at bank	30,000	53,000

Other information for the year ending 31.12.2020 showed the following:

	Rs.
Wages	65,000
Carriage outwards	7,500
Sundry expenses	28,000
Cash paid to creditors	6,00,000
Drawings	10,000

Total sales during the year were Rs. 7,70,000. Purchases returns during the year were Rs. 30,000 and sales returns were Rs.25,000. Depreciate land and buildings by 5%. Provide Rs. 1,500 for doubtful debts. Prepare trading and profit and loss account for the year ending 31st December, 2020 and a balance sheet as on that date.

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U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied — MANAGERIAL ECONOMICS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is managerial Economics?

2. What you mean by micro Economics?

3. What is demand analysis?

4. What is law of demand?

5. What is cost analysis?

6. What you mean by Supply analysis?

7. State the importance of pricing.

8. Define the term of Dual pricing.

9. Define monopoly.

10. What is mean by perfect competition?

Part B　　　　　　　　$(5 \times 5 = 25)$

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

11. (a) State the Nature of Managerial Economics.

Or

(b) Discuss the importance of Economics.

12. (a) Illustrate the concept of cross elasticity of demand with examples.

Or

(b) Explain the concepts of indifference curve analysis.

13. (a) Briefly explain the function of production.

Or

(b) Explain various cost concepts and illustrate their managerial applications.

14. (a) Explain the following pricing strategy :
    (i) Penetration pricing.
    (ii) Skimming pricing.

Or

(b) What are the Objectives of pricing?

15. (a) Explain the features of monopoly.

Or

(b) Explain the concepts of Duopoly.

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

Answer any **three** questions.

16. Explain the Scope of managerial Economics.

17. Categories the types of demands. Explain with an example.

18. Explain short range and long range costs with examples.

19. Explain the various Pricing Method.

20. Discuss in detail various types of markets with suitable example for each.

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3 | **S–5985**

S–5986	Sub. Code 23BBA1S1

B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

BASICS OF EVENT MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　What is Event Management?

2.　Define Event activity.

3.　What is Event Concept'?

4.　Define Event design.

5.　Define feasibility.

6.　What is SWOT analysis?

7.　What do you mean by the term promotion?

8.　Define Event planning.

9.　Define Event Sponsorship.

10.　What is financial analysis?

Part B (5 × 5 = 25)

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

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

Or

(b) Explain the main features Of Event Management.

12. (a) Discuss the key factors of Event Coordination.

Or

(b) Explain how to evaluate event concept.

13. (a) How do the SWOT analysis plays a vital role in the event feasibility?

Or

(b) Explain the factors affecting feasibility of an event.

14. (a) Write a short note on the process of event planning.

Or

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

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

Or

(b) How do you get an event sponsored? Explain.

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Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Explain the importance of Event Management.

17. Explain the key elements of Event Design in detail.

18. Discuss the benefits of SWOT analysis of an event.

19. Discuss the 5Ps of event marketing.

20. How to do financial analysis for an event? Explain.

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B.B.A. DEGREE EXAMINATION, APRIL 2025

First Semester

Business Administration

MANAGERIAL COMMUNICATION

(CBCS – 23 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. What is communication etiquette?

2. Mention few methods in communication.

3. What do you mean by acknowledgement?

4. Define order.

5. What do you mean by virtual Interview?

6. Define presentation skills.

7. Define Minutes.

8. Mention few importance of Resume Writing.

9. What is Podcasts?

10. Define Social Media.

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

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

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

Or

(b) Explain the significance of Communication Etiquette.

12. (a) Discuss the layout of the business letter.

Or

(b) Write the importance of Order and Grievances.

13. (a) Explain the importance of presentation skills.

Or

(b) Write a short note on Body language.

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 significance of modern forms of communication.

Or

(b) Write a short note on social media and its applications.

2

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

Answer any **three** questions.

16. Explain the methods of effective communication.

17. Write the steps involved in preparing a promotion and offer letters.

18. Explain the importance of telephonic and virtual Interviews.

19. Write a short note on :

    (a) Agenda

    (b) Minutes

    (c) Resume Writing.

20. Discuss the importance of virtual meetings.

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S–5988	Sub. Code
	23BBA2C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　What is Marketing Mix?

2.　What is the Production Concept?

3.　Define Branding.

4.　Define Industrial Goods.

5.　What is Distribution Planning?

6.　Define Skimming Pricing Strategies.

7.　What is CRM?

8.　Define Media.

9.　Whet is Digital Marketing?

10.　Define Personal Selling.

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

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

11. (a) Explain Marketing Mix.

Or

(b) Explain the environmental factors affecting Marketing functions.

12. (a) How are Products Classified?

Or

(b) Write a note on "Packaging".

13. (a) Explain the various kinds of Marketing Channels.

Or

(b) Explain Skimming Pricing Strategies with relevant examples.

14. (a) Write a note on "Integrated Marketing Communication".

Or

(b) Explain the various Sales Promotion tools.

15. (a) Explain the Process of Personal Selling.

Or

(b) What are the benefits of Digital Marketing?

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Answer any **three** questions.

16. Discuss the various Marketing approaches.

17. Explain the steps involved in New Product Development

18. Discuss the factors influencing Pricing decisions.

19. Explain the various types of Media.

20. Discuss the methods of Compensation of Sales force.

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S–5989	Sub. Code
	23BBA2C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Second Semester

Business Administration

ACCOUNTING FOR MANAGERS – II

(CBCS – 2023 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1.   What is Cost Sheet?

2.   What is Prime Cost?

3.   What do you mean by Balance Sheet?

4.   Define: Management Accounting.

5.   Define Current Ratio.

6.   What is Gross profit Ratio?

7.   What is Sales Budget?

8.   What is Master Budget?

9.   What is Fixed Cost?

10.   What is Margin of Safety?

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

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

Or

(b) 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.

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

12. (a) Summarize the difference between Financial accounting and Management accounting.

Or

(b) Explain the difference between Management accounting and Cost accounting.

13. (a) From the following information regarding current assets and current liabilities of a firm, Calculate the liquidity ratios of the concern:

Current Assets	Rs.
Cash	1,00,000
Debtors	50,000
Marketable Securities	50,000
Stock	70,000

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Current Assets	Rs.
Marketable Securities	75,000
Prepaid Expenses	5,000
	3,50,000
Current Liabilities :	
Trade Creditors	75,000
Bills Payable	25,000
Outstanding Expenses	15,000
Bank Overdraft	15,000
Provision for Tax	20,000
	1,50,000

Or

(b) Summarize the uses of accounting ratios.

14. (a) Explain Flexible Budget.

Or

(b) Explain Cash Budget.

15. (a) Explain the advantages of Break-Even Analysis.

Or

(b) From the following information in relation to a manufacturing concern, calculate the Break-Even point in units.

Output	:	3,000 units
Variable Cost per unit	:	Rs.30
Selling Price per unit	:	Rs.40
Total Fixed Cost	:	Rs.15,000

3

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

Answer any **three** questions.

16. From the following particulars, prepare a Cost Sheet for the year ended 31.12.2008:

Particulars	Rs.
Stock of finished goods (1-1-2008)	6,000
Stock of raw materials (1.1.2008)	40,000
Work-in-progress (1.1.2008)	15,000
Purchase of raw materials	4,75,000
Carriage inwards	12,500
Factory rent, taxes	7,250
Other production expenses	43,000
Stock of goods (31.12.2008)	15,000
Wages	1,75,000
Work manager's salary	30,000
Factory employees salary	60,000
Power expenses	9,500
General expenses	32,500
Sales for the year	8,60,000
Stock of raw materials	50,000
Work-in-progress (31.12.2008)	10,000

17. Summarize the scope of Management Accounting.

18. Summarize the limitations of ratio analysis.

4

19. Prepare a Cash Budget for the month of May, June and July 1989 on the basis of the following information:

    (a) Income and Expenditure Forecasts:

Months	Credit Sales Rs.	Credit Purchase Rs.	Wages Rs.	Manufact uring expenses Rs.	Office expense Rs.	Selling expense Rs.
March	60,000	36,000	9,000	4,000	2,000	4,000
April	62,000	38,000	8,000	3,000	1,500	5,000
May	64,000	33,000	10,000	4,500	2,500	4,500
June	58,000	35,000	8,500	3,500	2,000	3,500
July	56,000	39,000	9,500	4,000	1,000	4,500
August	60,000	34,000	8,000	3,000	1,500	4,500

    (b) Cash balance on 1st May, 1989 Rs.8,000.

    (c) Plant costing Rs.16,000 is due for delivery in July, payable 10% on delivery and the balance after 3 months.

    (d) Advance tax of Rs.8,000 each is payable in march and June.

    (e) Period of credit allowed (i) by suppliers – two months, and (ii) to customers – one month.

    (f) Lag in payment of manufacturing expenses – ½ month.

    (g) Lag in payment of office and selling expenses – one month.

5

20. Calculate (a) Profit/Volume (b) Fixed Cost (c) Sales volume to earn a profit of Rs. 60,000.

Sales Rs.2,20,000

Profit Rs.45,000

Variable Cost is 80% of sales.

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U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied — INTERNATIONAL BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define International Business.

2. What is a MNC?

3. What is meant by Absolute advantage?

4. State the New Trade theory.

5. Define FDI.

6. What is foreign exchange market?

7. Define world trade.

8. What is protectionism in world trade?

9. State the main objective of ILO.

10. What is meant by Regionalism?

Part B   (5 × 5 = 25)

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

11. (a)   Describe the scope of international business.

Or

(b)   List out the advantages of MNCs.

12. (a)   Explain the Mercantilism Theory of trade.

Or

(b)   Explain the Heckscher – Ohlin theory of trade.

13. (a)   Discuss the impact of foreign exchange rates on trade and investment flows.

Or

(b)   Distinguish between horizontal and vertical foreign direct investment.

14. (a)   Write a note on Globalisation of investments and technology.

Or

(b)   Explain the tariff barriers in world trade.

15. (a)   Briefly explain the levels of Regional Economic Integration.

Or

(b)   Discuss about the institutional support provided by World Bank to international business.

2

S–5990

Part C   (3 × 10 = 30)

Answer any **three** questions.

16. Briefly explain the various modes of entry to international business.

17. Explain the Porter's Diamond Competitive Advantages theory.

18. Analyse the advantages of FDI for home and host countries.

19. Describe the drivers in Globalisation.

20. Explain the contemporary issues in International Business.

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S–5990

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied : BUSINESS STATISTICS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is a "Pictogram"?

2.   Explain in short the term "Class Interval".

3.   Define 'Mode'.

4.   What is meant by 'Central Tendency'?

5.   Briefly explain the term "Range".

6.   What is Quartile Deviation?

7.   Differentiate between Linear and Non-linear Correlation.

8.   What is a 'Scatter Diagram'?

9.   List the various components of Time Series.

10.   Explain in brief 'Factor Reversal Test'.

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

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

11. (a) Explain in detail the Uses and Applications of Statistics.

Or

(b) Construct a subdivided Bar Diagram for the following data:

Year	1988	1989	1990	1991	1992
Exports (crores Rs.)	10	110	115	125	122
Imports (crores Rs.)	85	89	105	110	115

12. (a) Differentiate Geometric Mean and Harmonic Mean.

Or

(b) Find the Median and Mode for the following data:

6, 8, 11, 8, 7, 8, 12, 6

13. (a) Find Mean and Quartile Deviation from the following data:

Wages	0-10	10-20	20-30	30-40	40-50
No. of workers	22	38	46	35	20

Or

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

2   **S–5991**

14. (a) Find the Regression Equation of *y* on *x*, where *y* and *x* are the marks obtained by 10 students:

x	20	50	55	45	75	35	25	90	10	50
y	25	45	65	40	55	35	15	80	25	50

Or

(b) What is meant by Regression Analysis?

15. (a) What are Cost of Living Index Numbers? How are they calculated?

Or

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

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain briefly the types of Diagrams.

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

18. Explain the term 'Dispersion'. What purpose does a Measure of Dispersion serve?

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

3

S–5991

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

Year	1998	1999	2000	2001	2002	2003	2004	2005
Earnings (Rs. in crores)	60	70	72	63	74	79	72	80

What would the predicted earnings for the year 2008 be?

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S–5991

S–5992	Sub. Code 23BBAA4

U.G. DEGREE EXAMINATION, APRIL 2025

Business Administration

Allied — OPERATION RESEARCH

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　$(10 \times 2 = 20)$

Answer **all** questions.

1. Define the term "Standard Form" of LPP.

2. What is a 'Surplus Variable'?

3. Explain the 'Maximin' Principle.

4. What do you understand by 'Optimal Solution' to a transportation problem?

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

6. Define the term 'Degeneracy'.

7. Define CPM.

8. What is Network Modeling?

9. In a game, what is a Mixed Strategy?

10. Define 'Pay-off matrix'.

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

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

11. (a) Explain in steps the Formulation of an LPP.

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) Determine the IBFS for the below transportation problem using North-West Corner Rule :

Supply	D_1	D_2	D_3	D_4	D_5
A_4	2	11	10	3	7
B_8	1	4	7	2	1
C_9	3	9	4	8	12
Demand	3	3	4	5	6

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) The assignment cost of assigning any one employee with a job is given in the following table. Find the optimal assignment.

2

	Employees				
		I	II	III	IV
	A	10	5	13	15
	B	3	9	18	13
Jobs	C	10	7	3	2
	D	5	11	9	7

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

Or

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

15. (a) State Baye's Theorem and discuss its applications.

Or

(b) Solve the Game whose pay-off matrix is given by,

Player B

$$\text{Player A} \begin{pmatrix} 3 & 15 & 2 \\ 6 & 5 & 7 \\ -7 & 4 & 0 \end{pmatrix}$$

3

S–5992

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

Answer any **three** questions.

16. A firm manufactures two types of products, A and B and sells them at a profit of Rs. 2 on type A and Rs. 3 on type B. Each product is processed on two machines G and H. Type A requires I minute of processing time on G and 2 minutes on H; type B requires 1 minute on G and 1 minute on H. The machine G is available for not more than 6 Hours and 40 minutes while machine H is available for 10 hours during any working day. Formulate the problem as a Linear Programming Problem.

17. Obtain an Initial Basic Feasible Solution (IBFS) to the following transportation problem using :

(a)   North-west Corner Method,

(b)   Least-cost Method.

	D_1	D_2	D_3	D_4	Supply
O_1	1	2	3	4	6
O_2	4	3	2	0	8
O_3	0	2	2	1	10
Demand	4	6	8	6	24

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18. A departmental head has four subordinates and four tasks to be performed. The subordinates differ in efficiency and the tasks differ in their intrinsic difficulty. His estimates of the time each man would take to perform each task is given below :

Subordinates	Tasks			
	I	II	III	IV
A	8	26	17	11
B	13	28	4	26
C	38	19	18	15
D	19	26	24	10

How should the task be allocated to subordinates so as to minimize the total man-hours?

19. Tabulate the differences between PERT and CPM.

20. A company management and the labour union are negotiating a new three year settlement. Each of them has four strategies. The costs to the company for every pair of strategy choice are given below. What strategy will the two sides adopt? Also, determine the value of the Game.

5

Company Strategies

	I	II	III	IV
I	20	15	12	35
II	25	14	8	10
III	40	2	10	5
IV	−5	4	11	0

Union strategies

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B.B.A. DEGREE EXAMINATION, APRIL 2025

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 competency.

2. What is meant by attitude?

3. Give the meaning of Self-esteem.

4. What is meant by Appreciative Intelligence?

5. Define Emotional Intelligence.

6. What is meant by healthy expression of emotions?

7. What are the thinking skills?

8. What is meant by creativity?

9. What do you mean by oral presentation?

10. Define case analysis.

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

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

11. (a) Explain the importance of competencies.

Or

(b) State the benefits of having a greater self confidence.

12. (a) Distinguish between high and low self-esteem.

Or

(b) Write a note on personality mapping tests.

13. (a) Discuss the components of Emotional Intelligence.

Or

(b) Describe the positive and negative emotions with examples.

14. (a) Explain the basic areas of mind.

Or

(b) Describe the significance of critical thinking.

15. (a) What are the elements of an effective meeting?

Or

(b) Describe the assignment writing on debates.

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

Answer any **three** questions.

16. What are the characteristics of self concept? Explain.

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

2

S–5993

18. Explain the ICEDIP model of creative thinking.

19. Explain the process of creative thinking.

20. Explain the procedure for conducting a meeting.

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S–5994	Sub. Code
	23BBA2S2

B.B.A. DEGREE EXAMINATION, APRIL 2025

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 personal spacing?

2. Write short note on professional conduct.

3. Brief on the term business ethics.

4. What do you mean by courtesy?

5. Brief on the term disability.

6. Write short note on the term chat.

7. What do you mean by taboo?

8. Brief on the term intercultural communication.

9. Write short note on attire.

10. Brief on the term professional image.

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

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

11. (a) Explain any five exceptional principles in work behavior.

Or

(b) Elaborate on ABC's of etiquette.

12. (a) What are the professional qualities expected from employers perspective?

Or

(b) Write the ideas followed in selecting the appropriate gift in business.

13. (a) State the ideas followed in mastering telephone etiquette.

Or

(b) Enumerate the ways in dealing with rude or impatient clients.

14. (a) How do you deal with cultural sensitivity at work place?

Or

(b) Detail on how one tan deal with cross cultural communication.

15. (a) Explain the guidelines to be followed in corporate dress code.

Or

(b) Write down guidelines for appropriate business attire.

2

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the role of good manners in business.

17. How do you prevent sexual harassment at work place?

18. Detail on the e mail etiquette to be followed in workplace.

19. Enumerate on the impact of diversity at workplace.

20. Elucidate the tips in grooming for success.

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S–5994

S–5995	Sub. Code
	23BBA3C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

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. What is an Organisation?

2. Write short note on the concept of OB.

3. Define the term values.

4. What is perception?

5. What is group think and shift?

6. Write short note on team based work.

7. Define culture.

8. What is a functional structure?

9. Write about the term organizational change.

10. Brief on organizational development.

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

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

11. (a) Explain the nature of OB.

Or

(b) List down the contributing disciplines to OB.

12. (a) Explain the two factor theory of motivation.

Or

(b) How do you personality and values in the workplace?

13. (a) What are the various types of teams?

Or

(b) Detail on any five traits of a good leader.

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

Or

(b) Elucidate any three organizational designs.

15. (a) State any five reasons for resistance to change.

Or

(b) Enumerate the various sources of power in organisations.

2

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Part C (3 × 10 = 30)

Answer any **three** questions.

16. Write down the various opportunities for OB.

17. Explain the factors influencing personality.

18. Detail on the Hersey and Blanchard Leadership theory.

19. Enumerate the ways to create and sustain organization culture.

20. Elucidate the Lewin's model of change management.

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S–5996	Sub. Code
	23BBA3C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Business Administration

FINANCIAL MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours Maximum : 75 Marks

Part A (10 × 2 = 20)

Answer **all** questions.

1. What are the objectives of financial management?

2. What do you understand about trade credit?

3. What is cost of capital?

4. Write a note on operating leverage.

5. What are the objectives of capital budgeting?

6. Write a note on payback period.

7. Bring out any two assumptions of MM hypothesis.

8. What is relevance dividend?

9. Write a note on gross working capital.

10. What do you mean by fixed working capital?

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

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

11. (a) Differentiate long term sources of capital with short term sources of capital.

Or

(b) List out and explain various types of debentures.

12. (a) A ltd is expecting an annual EBIT of Rs. 100000. The company has 400000 in 10% debentures. The cost of equity capital is 12.5%. You are required to calculate the total value of the firm and also over all cost of capital under net income approach.

Or

(b) State the significance of leverage.

13. (a) What are the components of capital budgeting analysis?

Or

(b) A project requires an initial investment of Rs. 20000 and the annual cash flows for the five years are Rs. 6000. Rs. 8000. Rs. 5000. Rs. 4000 and Rs.4000 respectively calculate payback period.

14. (a) Explain different forms of dividend.

Or

(b) Write a short note on provisions on dividend payment.

2

S–5996

15. (a) Distinguish between permanent working capital and temporary working capital.

Or

(b) Explain the limitations of inadequate and excessive working capital.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the executive functions of financial manager.

17. A firm's after-tax cost of capital of the specific sources is as follows:

Cost of debt   4.77%

Cost of Preference capital   10.53%

Cost of Equity capital   14.59%

Cost of Retained Earnings   14.00%

The following is the capital structure

Source	Book value	Market value
Debt	3,00,000	3,00,000
Preference capital	2,00,000	2,00,000
Equity capital	4,00,000	6,00,000
Retained Earnings	1,00,000	–

Calculate the weighted average cost of capital using book value and market value weights.

18. Explain the factors affecting capital investment decision.

19. Explain the essentials of Walter's dividend model.

20. Explain the factors influencing working capital.

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S–5996

S–5997	Sub. Code
	23BBA3S1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Third Semester

Business Administration

COMPUTER APPLICATIONS IN BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is the procedure to insert table in word?

2. What is the procedure to insert clipart and pictures in word?

3. What is formatting in Excel?

4. What is formula auditing?

5. What is PowerPoint presentation?

6. What is slide background?

7. What is gateway of tally?

8. What is Bill wise detail?

9. What is Gmail?

10. What is mean by a link?

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

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

11. (a) Explain the functions in drawing toolbar.

Or

(b) Explain the procedure to print a document.

12. (a) Explain spreadsheet alignment.

Or

(b) Explain the SUM function in Excel.

13. (a) Explain how will you add effects in a slide?

Or

(b) Explain the presentation layout in PowerPoint.

14. (a) Explain the advantages of using tally in a business.

Or

(b) Explain the types of voucher in tally.

15. (a) Explain checkbox in Google form.

Or

(b) Discuss the procedure to view responses in Google form.

Answer any **three** questions.

16. Discuss working with tables in detail.

17. Explain how will you create marksheet in a spreadsheet.

18. Explain the procedure to create a PowerPoint presentation using formatting, layout, style and animation effects.

19. Discuss the reports generation protocol in tally.

20. Elaborate the procedure to design questionnaire in Google form and how will you send it to the respondents.

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B.B.A. DEGREE EXAMINATION, APRIL 2025

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.   Give the meaning of entrepreneurship.

2.   What is meant by creativity?

3.   What are the sources of business opportunities?

4.   Define franchising.

5.   What is meant by marketing analysis?

6.   What is industry analysis?

7.   Mention the different leadership styles.

8.   What is known as social entrepreneurship?

9.   What do you mean by MSMEs?

10. How do you determine the value of a new company

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

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

11. (a) Explain the evolution of entrepreneurship.

    Or

    (b) Briefly explain the organizational actions that enhance creativity.

12. (a) How to generate business ideas?

    Or

    (b) What are the factors to be considered while buying an existing firm?

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

    Or

    (b) Write a note on competitor analysis.

14. (a) State the importance of leadership in a new venture development.

    Or

    (b) Describe the role of corporate entrepreneur.

15. (a) How to manage the growth of new ventures?

    Or

    (b) Discuss the importance of finance in developing new ventures.

2   **S–5998**

Part C (3 × 10 = 30)

Answer any **three** questions.

16. How to manage organizations for innovation and positive creativity?

17. Explain the entry strategies in business.

18. What are the methods adopted to assess a new venture's financial strength and viability?

19. Describe the steps involved in building a new venture team.

20. Explain the methods of financing a Start-up business.

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3 S–5998

S–5999	Sub. Code
	23BBA4C1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

BUSINESS ENVIRONMENT

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Section A   (10 × 2 = 20)

Answer **all** the questions.

1.   What is business environment?

2.   Brief on the cultural environment.

3.   State the meaning of constitutional environment.

4.   Brief on the term state intervention.

5.   What do you mean by Urbanization?

6.   Brief on the term globalization.

7.   What do you mean by religious groups?

8.   How do you define social environment?

9.   What is technology environment?

10. State the meaning of AI.

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

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

11. (a) Explain the nature of business environment.

Or

(b) Detail on the importance of business environment.

12. (a) Elaborate on the government and legal environment.

Or

(b) Detail on the functions of the state.

13. (a) What are the macroeconomic parameters?

Or

(b) Write about the national income and per capita income.

14. (a) Explain the term cultural heritage.

Or

(b) Detail on the joint family system.

15. (a) State the meaning and features of IOT.

Or

(b) Elaborate on the use of Al.

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

Answer any **three** questions.

16. How does the environment has it's effect on business and strategic decisions?

17. Explain the economic roles of government.

2

S–5999

18. Detail on the 1991 new economic policy.

19. Write down the various components of social organisations.

20. Elucidate the basic application and uses of block chain.

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S–5999

S–6000	Sub. Code
	23BBA4C2

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

BUSINESS REGULATORY FRAMEWORK

(CBCS – 2023 onwards)

Time : 3 Hours　　　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1.　Give the definition of Contract.

2.　Define consideration.

3.　Distinguish between sale and agreement to sell.

4.　Who may employ an agent?

5.　What is meant by a Prospectus?

6.　State the rule regarding the minimum and maximum number of directors in a company.

7.　What do you mean by consumer protection?

8.　What is known as Competent Authority?

9.　What do you mean by Cyber Law?

10.　State the objective of the IT Act.

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

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

11. (a) When will an offer lapse?

Or

(b) What are the remedies for breach of contract?

12. (a) Briefly explain the classification of goods.

Or

(b) Describe the duties of an agent.

13. (a) Describe the contents of a MOA.

Or

(b) Briefly explain the methods of winding up of a company.

14. (a) List out the powers and functions of a Central Authority Under Consumer Protection Act.

Or

(b) What are the items exempted from disclosure of information?

15. (a) Describe the benefits of Cyber Laws.

Or

(b) State the provisions in respect of legal recognition of electronic records and digital signatures.

S–6000

Answer any **three** questions.

16. Describe the essentials of a valid contract.

17. Explain the rights of an unpaid seller.

18. Discuss the classification of companies.

19. Explain the rights and responsibilities of a consumer.

20. Explain the different types of Cyber Laws.

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S–6000

S–6001	Sub. Code
	23BBA4S1

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

TALLY

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the key objectives of accounting?

2.   List out any two accounting principles.

3.   What is mean by unit of measure in tally?

4.   Elaborate ERP.

5.   What is the shortcut key for purchase voucher?

6.   What is cost center?

7.   What is TDS?

8.   What is POS?

9.   What is the shortcut key for change date?

10. What is the shortcut key for printing a report?

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

11. (a) Explain the rules of accounting.

Or

(b) Explain the fundamentals of tally.

12. (a) What is ledger? Explain with example.

Or

(b) Classify the below stock item and stock group then explain.

Dairy milk	Eraser and scale
Kit kat	Chocolate
Stationary	Shirt
pen and pencil	Milky bar
Saree	Frock
Notebook	Cloths

13. (a) Explain the types of vouchers.

Or

(b) Explain Contra voucher in tally.

14. (a) Explain professional tax.

Or

(b) Discuss order processing technique.

S–6001

15. (a) Discuss the elements in payroll.

Or

(b) Explain the reports generator in tally?

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the concepts and conventions of accounting.

17. Explain the procedure of creating stock group in tally.

18. Briefly explain about bank reconciliation statement.

19. Explain the procedure of calculating GST in tally.

20. Explain the procedure for downloading the pay slip in tally.

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S–6001

S–6002	Sub. Code **23BBA4S2**

B.B.A. DEGREE EXAMINATION, APRIL 2025

Fourth Semester

Business Administration

INTELLECTUAL PROPERTY RIGHTS

(CBCS – 2023 onwards)

Time : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is meant by Intellectual Property?

2.   Give the meaning of the term Cyber world.

3.   Define the term Patent.

4.   Mention few examples for Patentable inventions.

5.   What is known as Non-Registrable Trade Marks?

6.   What do you mean by industrial designs?

7.   Define Copy Right.

8.   What is copy right transfer?

9.   What is a Geographical Indication?

10.   Who can apply for geographical indication registration?

Part B (5 × 5 = 25)

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

11. (a) State the need for Intellectual Property Rights.

Or

(b) Explain the principles of Intellectual Property Management.

12. (a) Why is obtaining patents important?

Or

(b) Write a note on Patentable inventions.

13. (a) Describe the characteristics of Trade Mark.

Or

(b) What protection is provided by Trade Marks?

14. (a) Discuss the related rights of copy rights.

Or

(b) Explain the rules pertaining to the copy right of internet and other digital media.

15. (a) What are the criteria for a geographic indication?

Or

(b) How are geographical indications protected?

S–6002

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

Answer any **three** questions.

16. How to commercialize Intellectual Property Rights by Licensing?

17. Explain the Classification of Patents.

18. Describe the guidelines for registration of Trade Mark.

19. What are the rights conferred by copy rights? Explain.

20. Explain the different types of geographical indications.

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S–6002