

**S-0512**

**Sub. Code**

**23BBA1C1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. What is the scope of management?
2. What are the different levels of management?
3. What do you mean by operating plan?
4. Distinguish between policies and objectives.
5. What is meant by span of control?
6. State the difference between authority and power.
7. Define the term direction.
8. What do you mean by co-ordination?
9. Define business ethics.
10. What do you mean by ethical issue?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various roles of a manager.

Or

- (b) Discuss the important features of bureaucratic administration.

12. (a) Discuss the importance of planning.

Or

- (b) Explain the process of decision making.

13. (a) Discuss the different types of organization with its relative merits and demerits.

Or

- (b) Explain the benefits of departmentalization.

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

Or

- (b) What are the different types of co-ordination?

15. (a) Explain the principles of business ethics.

Or

- (b) How do you implement values in business?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the 14 principles of Henry Fayol.
  17. What are the different types of decisions?
  18. Discuss the challenges faced during decentralization.
  19. Explain the control process.
  20. Discuss the various responsibilities of business.
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**S-0513**

**Sub. Code**

**23BBA1C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 the meaning of Financial Accounting?
2. Define the term “Ledger.”
3. What is a Journal in accounting?
4. What is the difference between capital and revenue expenditure?
5. Define the term “Trial Balance.”
6. What is the accounting equation?
7. Define “Depreciation.”
8. What is a Cash Book?
9. What is meant by Double Entry System?
10. What is single entry?

**Part B**

(5 × 5 = 25)

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

11. (a) Define Accounting. Bring out its limitations.

Or

- (b) Explain the accounting concepts and its features.

12. (a) What are the main characteristics of final accounts?

Or

- (b) From the information given below, prepare Trading Account.

Opening Stock Rs.2,00,000

Purchases Rs.2,50,000

Purchase Returns Rs.35,000

Direct Expenses Rs.20,000

Carriage inwards Rs.7,000

Sales Rs.6,00,000

Closing Stock Rs.40,000

13. (a) Distinguish between Single entry system and Double entry system.

Or

- (b) Mr.Babin books on single entry system gives you the following information:

	1 <sup>st</sup> Jan. 2000	31 <sup>st</sup> Dec. 2000
Stock in trade	36,000	38,000
Cash in hand	5,000	6,000

	1 <sup>st</sup> Jan. 2000	31 <sup>st</sup> Dec. 2000
Cash at bank	2,000	3,000
Furniture	5,000	7,000
Sundry debtors	31,000	40,000
Creditors	7,000	9,000

He has taken Rs. 8,000 to meet his personal expenses. Calculate the profit or loss for the year 2000.

14. (a) Explain Hire Purchase System.  
Or
- (b) Explain Instalment System.
15. (a) Explain the features of Single-Entry System.  
Or
- (b) Explain the Statement of Affairs.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain various Concepts and Conventions of Financial Accounting.
17. Prepare Trading and Profit & Loss a/c for the year ending 31.12.2015 and Balance Sheet as on that date:

Particulars	Dr. (Rs.)	Cr. (Rs.)
Capital		1,50,000
Drawings	10,000	
Salaries	10,000	
Sales		2,50,000
Cash in hand	50,000	
Wages	20,000	

Particulars	Dr. (Rs.)	Cr. (Rs.)
Purchases	70,000	
Opening stock	10,000	
Sundry creditors		25,000
Machinery	2,00,000	
Sundry Debtors	55,000	
Rent	5,000	
Commission		3,000
Interest		2,000
	4,30,000	4,30,000

Adjustments:-

- (a) Closing stock Rs.18,000
- (b) Interest on capital at Rs.8,000
- (c) Interest on Drawings Rs.400
- (d) Salaries outstanding Rs.1,000
- (e) Rent prepaid Rs.2,000
- (f) Depreciate Machinery 5%
- (g) Commission accrued Rs.2,000
- (h) Interest received in advance Rs.2,000

18. Distinguish between Statement of Affairs and Balance Sheet.
19. Explain the features of Hire Purchase System.
20. A machine lease worth Rs. 1,00,000 is to be depreciated by Annuity system, the unwritten balance of the asset bearing interest at 5%. The annual amount to be written off as shown by the Annuity table is Rs.6,929.24. Prepare lease account by using Annuity method of depreciation for five years.

**S-0514**

**Sub. Code**

**23BBAA1**

**U.G. DEGREE EXAMINATION, NOVEMBER 2025.**

**Business Administration**

**Allied — MANAGERIAL ECONOMICS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What are the causes for scarcity in economics?
2. Give two points of importance of macro Economics.
3. Write the properties of iso-quant.
4. What is Consumer equilibrium?
5. What do you mean by complimentary goods? Give two examples.
6. Write a note on Veblen effect.
7. List out the various factors of Production.
8. State the determinants of supply.
9. What is the concept of price leadership?
10. What does Duopoly mean?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the economic principles relevant to managerial decision? Explain.

Or

- (b) Define 'Firm'. Describe the objectives of a modern business firm.

12. (a) Explain the different forms of price elasticity of demand.

Or

- (b) What do you mean by equilibrium of a consumer? Explain it with the help of utility analysis.

13. (a) Discuss the managerial uses of production function and state the underlying assumptions.

Or

- (b) State and explain the law of return to scale.

14. (a) Explain how price and output decisions are taken under discriminating monopoly.

Or

- (b) What is price discrimination? Explain the different degrees of price discrimination.

15. (a) What does duopoly mean? What are the features of duopoly market?

Or

- (b) Explain the kinked demand curve under Oligopoly competition.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Define managerial economics. Write a detailed note on the nature and scope of managerial economics.
  17. Explain the assumptions of law of demand. Discuss the conditions, under which the law of demand is applicable.
  18. Explain the Law of Variable Proportions with the help of diagrams, indicating the Increasing, diminishing and negative returns.
  19. State the objectives of pricing and enumerate the factors affecting the pricing policy of a firm.
  20. What is monopolistic competition? Explain the price output determination under monopolistic competition.
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**S-0515**

**Sub. Code**

**23BBA1S1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Event Management.
2. What is the purpose of a Trade show?
3. Who is an Event Coordinator?
4. What is an Event Design?
5. Define Event feasibility study.
6. What is SWOT analysis?
7. What is Event marketing?
8. Define Event promotion.
9. State the importance of Event budget.
10. What is meant by Event cost?

**Part B**

(5 × 5 = 25)

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

11. (a) State the need for Event Management.

Or

(b) Write a note on Entertainment Events.

12. (a) How to develop an Event concept?

Or

(b) What are the factors deciding Event design? Explain.

13. (a) Describe the steps involved in feasibility assessment for event management.

Or

(b) What are the benefits of conducting feasibility study for an event?

14. (a) Analyse the use of web technology in Event-planning.

Or

(b) State the objectives of Event marketing.

15. (a) Give a detailed account of the classification of Event budget.

Or

(b) Enumerate the importance of sponsorship for event sponsors.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Activities of Event Management.
  17. Describe the key aspects involved in evaluating an event concept.
  18. What are the parameters used for event feasibility assessment?
  19. Explain the 5Ps of Event Marketing.
  20. Discuss about the elements of an Event budget.
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**S-0516**

**Sub. Code**

**23BBA1FC**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**First Semester**

**Business Administration**

**MANAGERIAL COMMUNICATION**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define managerial communication.
2. What is physical barrier to communication?
3. What are the uses of business letter?
4. What is offer letter?
5. What is telephonic interview?
6. What is group discussion?
7. What is agenda?
8. What is minutes?
9. What is the use of cc in email?
10. What is professional networking sites?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the methods of managerial communication?

Or

- (b) Explain the barriers to communication?

12. (a) Write an enquiry letter regarding the job vacancy.

Or

- (b) Prepare the layout of a business letter.

13. (a) Differentiate physical and virtual interview.

Or

- (b) What are the tips to improve the effectiveness of a group discussion?

14. (a) Write your own resume.

Or

- (b) Differentiate agenda from minutes.

15. (a) Explain how social media is used as a tool for marketing.

Or

- (b) Explain any two professional networking sites.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the principles of effective communication?
  17. Write a sales letter to develop your business.
  18. Explain Presentation skills in detail.
  19. Differentiate chronological resume and functional resume.
  20. Explain websites and their uses in business.
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**S-0517**

**Sub. Code**

**23BBA2C1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 management?
2. Define marketing mix.
3. Define Targeting.
4. What do you mean by packaging?
5. What is pricing?
6. Mention few importance of physical distribution.
7. What do you mean by IMC?
8. Define Customer Relationship Management.
9. Define Compensation.
10. Define Digital Marketing.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the significance of marketing management.

Or

- (b) Write the relationship of marketing with other functional areas.

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

Or

- (b) Explain the new product development process.

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

Or

- (b) Discuss the various kinds of marketing channels.

14. (a) Discuss the various types of media.

Or

- (b) Write a short note on CRM.

15. (a) Discuss the personal selling process.

Or

- (b) Discuss the benefits of digital marketing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the importance of the marketing.
  17. Write a short note on (a) Branding (b) Packaging.
  18. Write a short note on Distribution problems.
  19. Discuss the overview of communication mix.
  20. Explain the pros and cons of Digital Marketing.
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**S-0518**

**Sub. Code**

**23BBA2C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 accounting?
2. What do you mean by Tender?
3. Define the term of Management Accounting.
4. What is Trend analysis?
5. State any two limitations of ratio analysis.
6. Give the meaning of cash flow statement.
7. What do you mean by budget?
8. What is cash budget?
9. What is BEA?
10. Give the meaning of Marginal costing.

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) Write a short note on Tenders and Quotations.

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

Or

- (b) Write a short note on:

(i) Comparative statement

(ii) Common size statement

13. (a) What are the benefits of ratio analysis?

Or

- (b) Discuss in details the types of activities taken into preparation of cash flow statement.

14. (a) Explain the objectives of budgets.

Or

- (b) How is a sales budget prepared?

15. (a) Explain the advantage of CVP analysis in decision making.

Or

- (b) What are the advantages and disadvantages of marginal costing?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the various basis of classification of cost.
17. Explain in details, different methods used for analysis and interpretation of financial Statements.
18. What are the classifications of Ratio?
19. Prepare a Flexible budget for overheads on the basis of the following data. Ascertain the overhead rates at 50% and 60% capacity.

Variable overheads:	At 60% capacity (Rs)
Indirect Material	6,000
Labour	18,000
Semi-variable overheads:	
Electricity: (40% Fixed & 60% variable)	30,000
Repairs: (80% fixed & 20% Variable)	3,000
Fixed overheads:	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labor hours	1,86,000

20. (a) Sales are Rs.1,50,000, producing a profit of Rs.4,000 in the period I. Sales are Rs.1, 90,000, producing a profit of Rs.12, 000 in Period II. Determine BEP.
- (b) A product is sold at a price of Rs. 120 per unit, and its variable cost is Rs.80 per unit. The fixed expenses of the business are Rs.8, 000 per year. Find
- (i) BEP in Rupees and Units
- (ii) Profits made when sales are 240 units
- Sales to be made to earn a net profit of Rs.5,000 for the year.
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**S-0519**

**Sub. Code**

**23BBAA2**

**U.G. DEGREE EXAMINATION, NOVEMBER 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 MNC.
2. Write few importance of Multinational Corporation.
3. What is the Heckscher-Ohlin theory?
4. What is the new trade theory?
5. What you mean by law of increasing return?
6. What do you mean by FDI?
7. Give the meaning of tariff barriers.
8. What do you mean by globalization of markets?
9. What is BREXIT?
10. Define the term of IMF.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the importance of international Business.

Or

- (b) What are the modes of entry into international business?

12. (a) Explain the concepts of Trade Theory.

Or

- (b) What are the main assumptions of Heckscher-Ohlin's theory?

13. (a) Explain the modes of FDI entry into International Business.

Or

- (b) What are the relationship between Horizontal and vertical FDI?

14. (a) Explain the globalization of markets.

Or

- (b) Explain the concepts of world trade and protectionism.

15. (a) What are the important Regional Economic Groupings in the world?

Or

- (b) What is the role of World Bank in development of international business?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the advantages and problems of MNCs?
  17. Write a note on:
    - (a) Mercantilism Theory
    - (b) Theory of Absolute Advantage
    - (c) Theory of comparative Advantage
  18. What are the factors influencing FDI?
  19. What are the differences between tariff and non-tariff barriers?
  20. Explain the Following:
    - (a) BREXIT
    - (b) IMF
    - (c) ILO
    - (d) WTO
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**S-0520**

**Sub. Code**

**23BBAA3**

**U.G. DEGREE EXAMINATION, NOVEMBER 2025**

**Business Administration**

**Allied – BUSINESS STATISTICS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define the term median?
2. What is Histograms?
3. What is symmetrical distribution?
4. Define regression?
5. Write a note on semi average method?
6. List out the methods of time series?
7. What is time reversal test?
8. State the uses of index number?
9. What is t test?
10. What are the uses of ANOVA?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain one dimensional diagram with an example.

Or

- (b) From the following data compute the value of Harmonic Mean

Marks	10	20	25	40	50
No. of students	20	30	50	15	5

12. (a) Calculate the mean deviation about mean for the following data.

Size	2	4	6	8	10	12	14	16
frequency	2	2	4	5	3	2	1	1

Or

- (b) Distinguish between Mean deviation and standard deviation?

13. (a) What are the causes of seasonal variation?

Or

- (b) Fit a trend line by the method of semi- averages for the given data.

Year	1990	1991	1992	1993	1994	1995	1996	1997
Sales	15	11	20	10	15	25	35	30

14. (a) Calculate price index number for 2005 by  
(i) Laspeyre's (ii) Paasche's method.

Commodity	1995		2005	
	Price	Quantity	Price	Quantity
A	5	60	15	70
B	4	20	8	35
C	3	15	6	25

Or

- (b) Explain the methods of constructing index numbers.

15. (a) What are the assumptions of chi-square test?

Or

- (b) The following data present the yields in quintals of common ten subdivisions of equal area of two agricultural plots.

Plot-1	6.2	5.7	6.5	6.0	6.3	5.8	5.7	6.0	6.0	5.8
Plot-2	5.6	5.9	5.6	5.7	5.8	5.7	6.0	5.5	5.7	5.5

### Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Calculate Arithmetic mean and median

$x$	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	10	20	35	40	25	25	15

17. Calculate the regression coefficient and obtain the lines of regression for the following data.

X	1	2	3	4	5	6	7
Y	9	8	10	12	11	13	14

18. What are the various methods of estimating trend components. Briefly explain them?
19. Calculate the cost of living index number for the following data.

Commodities	Quantity 2015	Price	
		2015	2020
		A	10
B	12	6	8
C	17	10	15
D	19	14	16
E	15	12	17

20. Perform two-way ANOVA on the data given below.

Plots of land	Treatment			
	A	B	C	D
I	38	40	41	39
II	45	42	49	36
III	40	38	42	42

(Use coding method subtracting 40 from the given numbers)

**S-0521**

**Sub. Code**

**23BBAA4**

**U.G. DEGREE EXAMINATION, NOVEMBER 2025.**

**Business Administration**

**Allied — OPERATION RESEARCH**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is graphical method?
2. What do you mean by standard form of LPP?
3. What is Transportation problem?
4. What is Least cost entry method?
5. What do you mean by Unbalanced assignment problem?
6. What is sequencing in operational research?
7. What is total float?
8. What is a network model?
9. What do you mean by Decision theory?
10. What is a saddle point in game theory?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the steps involved in the formulation of the LP problem?

Or

- (b) Sum up the limitations of linear programming.

12. (a) How do you formulate a transportation problem as LPP?

Or

- (b) Define and explain the following :

- (i) Optimum solution
- (ii) Feasible solution.

13. (a) Consider a project with 5 jobs A, B, C, D and E with the following job sequence :

Job A precedes C and D ; Jobs B precedes D ; Job C and D precede E. The completion times for A, B, C, D and E are 3, 1, 4, 2 and 5 respectively. Construct the project network, find earliest time, latest time and slack time of each event.

Or

- (b) Explain the application of assignment problem in operational research.

14. (a) Explain the globalization of markets.

Or

- (b) Explain the concepts of world trade and protectionism.

15. (a) Explain the principles of maxi min and mini max criterion.

Or

- (b) Explain the concepts of Decision tree analysis.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Solve the given linear programming problems graphically :

Maximize :  $Z = 8x + y$

Constraints are,

$$x + y \leq 40$$

$$2x + y \leq 60$$

$$x \geq 0, y \geq 0$$

17. Find Solution using Least Cost method.

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

18. How do you solve unbalanced transport problems?
19. Briefly explain the constructing network.
20. Explain the statement of Baye's theorem application.

**S-0522**

**Sub. Code**

**23BBA2S1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Self-Image.
2. What do you mean by attitude?
3. What is self-esteem?
4. What is called personality mapping?
5. Define emotions.
6. What do you mean by creative thinking?
7. Define Learning.
8. What is thinking skills?
9. Define oral presentation.
10. Define verbal communication.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the components of self-concept and self-confidence.

Or

- (b) Discuss on skill analysis and finding the right fit.

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

Or

- (b) Write a short note on personality mapping test.

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

Or

- (b) Write the healthy and unhealthy expression of emotions.

14. (a) Describe the purpose of critical thinking.

Or

- (b) State the importance of Idea generation and evaluation.

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

Or

- (b) Write a short note on professional etiquettes.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the attitude towards change and the applications of skills.
  17. Discuss the components of high and low self-esteem.
  18. Write a short note on ICEDIP model.
  19. Discuss about making predictions and reasoning of thinking skills.
  20. Explain the importance of case analysis and assignment writing.
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**S-0523**

**Sub. Code**

**23BBA2S2**

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

1. What is called Business Etiquette.
2. What do you mean by personal spacing?
3. Define Ethics.
4. What do you mean by sexual harassment?
5. Define telephone etiquette.
6. Mention few online chat Etiquette guidelines.
7. What do you mean by diversity awareness?
8. Define cultural sensitivity.
9. What is called professionalism?
10. Define professional image.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the importance of ABCs of etiquette.

Or

- (b) Write the features of personal spacing.

12. (a) Write a short note on etiquette followed in formal gathering.

Or

- (b) Explain how to prevent the sexual harassment?

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

Or

- (b) Discuss on the basic disability etiquette practices.

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

Or

- (b) State the importance of inter-cultural communication.

15. (a) Discuss the guidelines for appropriate dress code.

Or

- (b) Write a short note on Business Attire.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the significance of professional conduct.
  17. Discuss on practicing common courtesy and manners in a work place.
  18. Write a short note on (a) Disability Etiquette (b) Email Etiquette
  19. Discuss on cultural sensitivity and taboos and practices.
  20. Write the pros and cons of professional business style.
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**S-0524**

**Sub. Code**

**23BBA3C1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

**Business Administration**

**ORGANISATIONAL BEHAVIOUR**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by customer service?
2. Define the term work-life balance.
3. How do you define attitude?
4. What do you mean by motivation?
5. Distinguish between group and team.
6. What is meant by group cohesiveness?
7. What do you mean by organizational culture?
8. How do you define organizational structure?
9. Define the term conflict.
10. What do you mean by power?

**Part B**

(5 × 5 = 25)

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

11. (a) Write a note on the nature of OB.

Or

- (b) Discuss the opportunities of OB in innovation and change.

12. (a) Explain the impact of satisfied employees on a workplace.

Or

- (b) Explain Maslow's need hierarchy theory.

13. (a) What are the five stages of group development?

Or

- (b) Explain the key characteristics of an effective leader.

14. (a) Discuss the impact of organizational culture on employees.

Or

- (b) What are the different types of organizational structure?

15. (a) Explain the various forces of change.

Or

- (b) Discuss the conflict process.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss about the various disciplines that contribute to OB.
  17. Explain the key factors that influence individual decision making.
  18. Discuss the leadership styles identified by Ohio behavioral theory.
  19. Discuss the challenges faced in creating and sustaining a positive organizational culture.
  20. Explain the various stages in Lewin's change management model.
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**S-0525**

**Sub. Code**

**23BBA3C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define “Finance”.
2. What is Optimum Capital Structure?
3. What is Cost of Equity?
4. What is Cost of Preference?
5. Define “Risk”.
6. What is dividend?
7. What is dividend policy?
8. What is Cash Budget?
9. What is Gross Working Capital?
10. What is Net Working Capital?

**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.160 and a company plans to pay a dividend of Rs.8 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 Pay Back Period.

Or

- (b) Explain Accounting Rate of Return.

14. (a) Explain Walter's Dividend Hypothesis.

Or

- (b) Explain Gordon's Dividend Hypothesis.

15. (a) Explain the sources of Working Capital.

Or

- (b) Explain the determinants of Working Capital.

**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. Explain Net Present Value (NPV) method.
20. A project needs an investment of Rs.1,58,500. The cost of capital is 12%. The net cash inflows are as under:

Year	Rs.
1	20,000
2	40,000
3	60,000
4	30,000
5	10,000

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

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**S-0526**

**Sub. Code**

**23BBA3S1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 are the types of alignment?
2. What is page breaker?
3. What is redo function?
4. What is scaling in Excel?
5. What is slideshow?
6. How will you print the handouts in PowerPoint?
7. What is the profit and loss account?
8. What is the shortcut key to change the date in tally?
9. What are the uses of Google form?
10. In which format we can download the responses in Google form?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the procedure to print a document.

Or

- (b) Explain footnote and endnote.

12. (a) What is consolidation and validation in Excel?

Or

- (b) Explain the process of editing the data in Excel.

13. (a) Explain presentation template and layout in PowerPoint.

Or

- (b) How will you add graphics in your presentation?

14. (a) Explain the procedure to create a company in tally.

Or

- (b) Explain groups and ledgers in tally with example.

15. (a) Explain the procedure to share the prepared Google form with the respondent.

Or

- (b) Explain how will you collect data from the Google form.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain how will you insert picture, clipart and videos in a document.
17. Explain how will you work with sheet sorting.
18. Explain the procedure to add animation and transition effect in PowerPoint presentation.
19. Explain how will you generate various reports in tally.
20. Explain the following types of questions in google form;
  - Short answer
  - Multiple choice drop-downs
  - Checkboxes and
  - Multiple choice grid

**S-0527**

**Sub. Code**

**23BBA3S2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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. Define Entrepreneurship.
2. What are the sources of innovation in business?
3. What are entry strategies for generating new business ideas?
4. Define franchising as a business entry strategy.
5. What is marketing feasibility in a new venture?
6. What is competitor analysis in feasibility analysis?
7. What is Leadership?
8. What is meant by social entrepreneurship?
9. What are alternate sources of funding for startups?
10. Mention two key features of MSMEs in financing new ventures.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the importance of creativity in entrepreneurship.

Or

- (b) How do managerial responsibilities enhance organizational creativity?

12. (a) How do you recognize opportunities for generating business ideas?

Or

- (b) Explain the advantages and disadvantages of buying an existing firm.

13. (a) Explain the importance of financial feasibility analysis in starting a new venture.

Or

- (b) Discuss how industry analysis helps in assessing a new venture's viability.

14. (a) What is the significance of ethical and legal foundations in building a new venture?

Or

- (b) Explain the role of leadership in forming a new-venture team.

15. (a) Discuss the traditional sources of financing for entrepreneurial ventures.

Or

- (b) What are the rules and regulations governing MSMEs for new ventures?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept and evolution of entrepreneurship. Discuss its importance in fostering creativity and innovation in business.
  17. How can entrepreneurs recognize opportunities and generate successful business ideas? Explain the strategies of new product development and franchising.
  18. Discuss the components of feasibility analysis, focusing on marketing, technical, and financial aspects. How do these analysis determine the viability of a venture?
  19. Describe the concept of social entrepreneurship. How does leadership and corporate entrepreneurship influence a new-venture team?
  20. Discuss alternate sources of funding for startups. Explain how valuation of a new company impacts financing decisions.
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**S-0528**

**Sub. Code**

**23BBA4C1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fourth Semester**

**Business Administration**

**BUSINESS ENVIRONMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the following questions

1. What do you mean by environment?
2. Write short note on cultural environment.
3. State the meaning of political environment.
4. Brief on the legal environment.
5. What do you mean by inflation?
6. Brief on the term GDP.
7. What do you mean by cultural heritage?
8. Brief on the social environment.
9. What is block chain?
10. Give the meaning of AI.

**Part B**

(5 × 5 = 25)

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

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

Or

- (b) Detail on the significance of business environment.

12. (a) Write down the economic role of government.

Or

- (b) Detail on the constitutional environment.

13. (a) Elaborate on the business cycles.

Or

- (b) Write about the establishment of NITI Aayog.

14. (a) Explain the term social attitude.

Or

- (b) Detail on the joint family system.

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

Or

- (b) Elaborate on the use of Big data and analytics.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate on the impact of environment on business and strategic decisions.
  17. Explain the functions of the state.
  18. Detail on the liberalization and privatization policy.
  19. Write down the various types of social organisations.
  20. Elucidate the features of industry 4.0.
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**S-0529**

**Sub. Code**

**23BBA4C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Offer.
2. What is meant by discharge of contract?
3. State the difference between condition and warranty.
4. Who may be an agent?
5. Define a company.
6. What is Memorandum of Association?
7. Who is a consumer?
8. Define the word information.
9. What do you mean by cyber crime?
10. What is an electronic record?

**Part B**

(5 × 5 = 25)

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

11. (a) Distinguish between Agreement and Contract.

Or

- (b) Who are the persons incompetent to contracts?

12. (a) State the rights of a buyer.

Or

- (b) Give the classification of agents.

13. (a) Describe the Contents of AOA.

Or

- (b) Who is not eligible to become a Director?

14. (a) Explain the Jurisdiction of State Commission under Consumer Protection Act.

Or

- (b) State the powers and functions of the Information Commissions.

15. (a) List out the advantages and disadvantages of Cyber Laws.

Or

- (b) Describe the duties of the subscribers under the IT Act.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the legal rules relating to a valid acceptance.
  17. Explain the various modes of creation of an agency.
  18. Discuss the characteristics of a company.
  19. How to file a complaint under the Consumer Protection Act?
  20. Explain the different types of Cyber Crimes.
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**S-0530**

**Sub. Code**

**23BBA4S1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 rules of nominal account?
2. What is business entity concept?
3. What is the unit of measure for kilogram?
4. What is the use of tally ERP 9?
5. What is the shortcut key for sales voucher?
6. What are the types of vouchers?
7. What is EPF?
8. What is professional tax?
9. What is the shortcut key for debit note?
10. Alphabet P and B are the shortcut keys for which report?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the accounting principles.

Or

- (b) Elaborate the concepts and conventions of accounting.

12. (a) Explain the procedure of creating stock group in tally.

Or

- (b) How can you create ledger for the following data in tally? Explain.

(i) Purchase goods from Somu Rs. 10,000

(ii) Sold goods to Arun for rupees 5,000

(iii) Aarti started business with rupees 20,000.

13. (a) Explain the cost center.

Or

- (b) Explain receipt and payment voucher in tally.

14. (a) Explain TDS and EPF.

Or

- (b) Explain the procedure of calculating GST in tally.

15. (a) Explain the procedure for generating the pay slip in tally.

Or

- (b) Explain the procedure to generate financial reports in tally.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Elaborate the procedure to setting up of company in tally.
  17. Explain ledger creation.
  18. Briefly explain about bill wise details.
  19. Explain the procedure of managing inventory in tally.
  20. Explain any ten shortcut keys in tally.
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**S-0531**

**Sub. Code**

**23BBA4S2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 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 Rights?
2. Define the term Licensing.
3. What do you mean by Patent?
4. Give some examples for Non-patentable inventions.
5. What is known as Trade Mark?
6. Define industrial design.
7. What is copy right?
8. What do you mean by infringement of copy rights?
9. What type of products geographical indication is applicable?
10. Who issues GI tags in India?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the state of Intellectual Property Rights in India.

Or

- (b) Why is Intellectual Property Rights in the cyber world necessary?

12. (a) State the importance of obtaining Patents.

Or

- (b) Write a note on Non-patentable inventions.

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

Or

- (b) Briefly explain the need for protection of industrial designs.

14. (a) Discuss the conceptual basis of copy rights.

Or

- (b) Explain the rules pertaining to the copy right of software.

15. (a) State the significance of geographical indications.

Or

- (b) Briefly explain the registration process of geographical indications.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the classification of Intellectual Property.
  17. Describe the different types of Patent Applications in India.
  18. Explain the different types of Trade Marks.
  19. Describe the guidelines for registration of Copy Rights.
  20. Explain the different functions of geographical indications.
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**S-0532**

**Sub. Code**

**23BBA5C1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Human Resource Management.
2. Mention any two differences between Personnel Management and HRM.
3. What is job specification?
4. Define induction.
5. State any two objectives of training.
6. What is performance appraisal?
7. Define employee engagement.
8. Mention any two components of employee compensation.
9. What is Green HRM?
10. Write a note on HRIS.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the roles and responsibilities of an HR manager.

Or

- (b) Describe the scope of Strategic Human Resource Management.

12. (a) Discuss the various sources of recruitment.

Or

- (b) Explain the methods of job evaluation.

13. (a) Write short notes on training need assessment.

Or

- (b) Explain the process of performance management.

14. (a) Describe any four welfare measures provided to employees.

Or

- (b) Explain the importance of employee engagement in organizations.

15. (a) Explain the benefits of conducting a Human Resource Audit.

Or

- (b) Write short notes on recent trends in HRM.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the nature and scope of HRM and discuss its role as a competitive advantage in the VUCA world.
  17. Describe the recruitment and selection process in detail, including interviews, tests, induction and placement.
  18. Explain the various methods of training and development and discuss career development, transfer and promotion.
  19. Discuss the components of employee compensation and the different welfare and social security measures provided to employees.
  20. Explain the scope, approaches and benefits of HR audit, and discuss the role of people analytics in modern HRM.
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**S-0533**

**Sub. Code**

**23BBA5C2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**RESEARCH METHODOLOGY**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define business research.
2. What is pilot testing?
3. Write any two types of research design.
4. What is meant by hypothesis formulation?
5. State any two primary sources of data.
6. Mention two advantages of observation method.
7. What is data coding?
8. Define cross tabulation.
9. What is plagiarism?
10. State any two features of a good research report.

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the steps involved in the research process.

Or

- (b) Describe the need for research in business.

12. (a) Discuss the characteristics of a sound measurement tool.

Or

- (b) Write a short note on exploratory research design.

13. (a) Explain the different techniques of primary data collection.

Or

- (b) Discuss the merits and limitations of using secondary data.

14. (a) Describe the process of classification and tabulation of data.

Or

- (b) Explain the importance of editing and coding in data preparation.

15. (a) Discuss the essentials of a good written research report.

Or

- (b) Explain the importance of research ethics in report writing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the research process, including problem formulation, sampling and pilot testing.
  17. Explain the different types of research design and discuss the types of hypotheses used in business research.
  18. Describe various methods of data collection and explain the process of questionnaire preparation and evaluation.
  19. Explain the steps involved in preparing data for analysis, including data entry, coding, editing and presentation.
  20. Write a detailed note on the structure of a research report and discuss plagiarism in research.
-

**S-0534**

**Sub. Code**

**23BBA5C3**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**BUSINESS TAXATION**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the main objectives of taxation in India?
2. Differentiate between direct and indirect taxes.
3. Define the term “Assessee” under the Income Tax Act, 1961.
4. What is the significance of a Permanent Account Number (PAN) in income tax filing?
5. What are the main functions of customs authorities under the Customs Act, 1962?
6. Explain the concept of customs duty drawback.
7. Define “composite supply” under GST.

8. What are the advantages of registering under GST for a business?
9. What is the purpose of a tax invoice under GST?
10. Explain the concept of input tax credit under GST.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the tax system in India, including the different types of taxes levied by the central and state governments.

Or

- (b) Explain the concept of tax evasion and tax avoidance, and discuss the measures taken by the government to prevent them.
12. (a) Discuss the provisions related to Tax Deduction at Source (TDS) under the Income Tax Act, 1961.

Or

- (b) Explain the concept of Advance Tax and its payment procedure under the Income Tax Act, 1961.
13. (a) Explain the different types of customs duties levied under the Customs Act, 1962.

Or

- (b) Describe the functions and powers of customs authorities under the Customs Act, 1962.

14. (a) Explain the concept of input tax credit under GST and its significance for businesses.

Or

- (b) Describe the procedure for cancellation and revocation of GST registration.
15. (a) Describe the procedure for filing GST returns, including the due dates and penalties for late filing.

Or

- (b) Explain the concept of refunds under GST, including the procedure for claiming refunds.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Analyse the impact of taxation on the Indian economy, highlighting its role in promoting economic growth and reducing income inequality.
17. Explain the provisions related to advance tax payment under the Income Tax Act, 1961, highlighting the due dates and consequences of default.
18. Discuss the classification of Goods under the Customs Act, 1962.
19. State the advantages and disadvantages of an Unregistered Supplier.
20. Discuss the importance of maintaining accurate records of tax invoices and credit notes under GST, highlighting the consequences of non-compliance

**S-0535**

**Sub. Code**

**23BBA5C4**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**MANAGEMENT INFORMATION SYSTEM**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define Management Information System.
2. What are Structured decisions?
3. What is Information System?
4. Define Executive Information System.
5. Define Computers.
6. What is Database Management System?
7. Define System Analysis and Design.
8. What is Marketing Information System?
9. Define Decision Support System.
10. What is Outsourcing?

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the structure of MIS and its components.

Or

- (b) What are the major ethical issues in MIS? Illustrate with examples.

12. (a) Explain the characteristics of a system.

Or

- (b) Write short note on “Transaction Processing Systems”.

13. (a) Explain the various types of Input Devices.

Or

- (b) What are the advantages of Database Management System?

14. (a) Discuss the role of a System Analyst.

Or

- (b) Write short note on Production Information System.

15. (a) What are the Functions of Decision Support Systems?

Or

- (b) Explain the relevance of big data in business analytics.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Evaluate how MIS contributes to effective planning, organizing, and controlling in an organization.
  17. Explain the different classifications of systems with suitable examples.
  18. Discuss the classification of computers and their role in MIS.
  19. Explain the stages of the System Development Life Cycle (SDLC).
  20. What are the advantages and disadvantages of Business Process Outsourcing for an organization?
-

**S-0536**

**Sub. Code**

**23BBA5E1**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**Elective – DIGITAL MARKETING**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define digital marketing.
2. What is ASCOR in digital marketing?
3. What is content marketing?
4. What is display advertising?
5. What is crowd sourcing?
6. What is media advertising?
7. Define rating.
8. What is user-generated content?
9. What is key performance indicators?
10. What is data tracking?

**Part B**

(5 × 5 = 25)

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

11. (a) Elaborate the history of digital marketing.

Or

- (b) List out the opportunities in digital marketing.

12. (a) Explain email marketing.

Or

- (b) List out the types of content in digital marketing.

13. (a) Explain Piggy Bank theory.

Or

- (b) Explain the steps to generate lead in social media.

14. (a) Explain how ratings and reviews reflect on sales.

Or

- (b) Explain affiliate marketing.

15. (a) Describe the features of data capturing.

Or

- (b) Explain digital engagement funnel.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Differentiate traditional and digital marketing.

17. Explain the content creation process in detail.

18. Write down the steps to building successful social media marketing.
  19. List out the salient features of co-marketing.
  20. Explain how you will measure the effectiveness of a campaign.
-

**S-0537**

**Sub. Code**

**23BBA5E2**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**Elective – INDUSTRIAL RELATIONS**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Name the key participants in the Industrial Relations system.
2. Write the causes of poor Industrial Relations.
3. What is the need to have Standing Orders in Industrial Establishments?
4. How does voluntary arbitration differ from compulsory arbitration?
5. What are the establishments exempted from the operation of Employees Provident Fund Act?
6. Define 'Continuous Service' in accordance with the Payment of Gratuity Act.
7. Mention the Role of Work's Committee in an Organization.

8. What skills does an effective collective bargainer need to possess?
9. Who can become members of a trade union?
10. List out any four major National Trade Unions in India

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the objectives and aspects of Industrial relations.

Or

- (b) How does a well-structural industrial relations system contribute to organizational success and employee satisfaction?

12. (a) Explain the terms 'strike' and 'lockout'. In what circumstances they are prohibited and termed illegal?

Or

- (b) What is a grievance? Explain its characteristics in detail.

13. (a) State the rules applicable to the employment of young persons in factories.

Or

- (b) What are the benefits payable to the dependents of an Insured Person under the ESI Act?

14. (a) List and explain the objectives of Workers' Participation in Management.

Or

- (b) Discuss the powers and functions of joint management councils.

15. (a) Why do workers organize into unions? What are the obstacles in the growth of trade unionism in India?

Or

- (b) Outline the structure of trade unions in India.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Compare and contrast the Unitarist and Marxist approaches to Industrial Relations. How do these perspectives influence labor policies and practices in contemporary organizations?
17. What are the various authorities constituted by the Government for investigation and settlement of Industrial dispute?
18. Discuss the provisions of the Payment of Wages Act, 1936 with regard to authorized deductions which may be made from wages
19. Describe the different types of collective bargaining. What are the conditions for success of collective bargaining in India?
20. How does political interference affect the working of trade unions? Suggest the ways to strengthen trade unions in India

**S-0538**

**Sub. Code**

**23BBA5E3**

**B.B.A. DEGREE EXAMINATION, NOVEMBER 2025**

**Fifth Semester**

**Business Administration**

**Elective – FINANCIAL SERVICES**

**(CBCS – 2023 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define financial services.
2. List any two types of financial services.
3. State any two functions of merchant bankers.
4. What are Non-Banking Financial Companies (NBFCs)?
5. What is issue management?
6. What is the role of financial services in the economy?
7. Name any two players in the financial services sector.
8. Define merchant banking.
9. Mention any two functions of the Reserve Bank of India (RBI).
10. What is the meaning of financial environment?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the meaning and importance of financial services.

Or

- (b) Discuss the different types of financial services.

12. (a) Explain the role of technology in the financial services sector.

Or

- (b) Describe the relationship between financial services and economic development.

13. (a) Explain the term underwriting and its importance in the capital market.

Or

- (b) Describe the functions of Non-Banking Financial Companies (NBFCs).

14. (a) Describe the process of issue management by merchant bankers.

Or

- (b) Explain the concept and functions of merchant banking.

15. (a) Explain the role of commercial banks in the financial services sector.

Or

- (b) Discuss the functions of the Reserve Bank of India (RBI) in the financial system.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the meaning, importance, and types of financial services with suitable examples.
17. Evaluate the role of SEBI in regulating and developing the Indian stock exchange and capital market.
18. Explain the term underwriting. Discuss its types and importance in the issue management process.
19. Describe the functions of merchant banking and explain the complete process of managing new issues in the capital market.
20. Discuss the structure of the financial system in India, highlighting the role of RBI, commercial banks, and NBFCs.