

S-2729

Sub. Code

23BBA1C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. How do you define the term management?
2. What do you mean by Esprit de Corps?
3. State the difference between strategic and tactical planning.
4. What is meant by management policy?
5. What do you mean by organization structure?
6. Define the term delegation of authority.
7. State the purpose of direction.
8. Define co-ordination.
9. What do you mean by business ethics?
10. Define corporate espionage.

Part B

(5 × 5 = 25)

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

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

Or

- (b) What are the limitations of bureaucracy?

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

Or

- (b) Explain the characteristics of procedures.

13. (a) What are the factors affecting span of control?

Or

- (b) Explain the different types of responsibility.

14. (a) Write a short note on the nature of direction.

Or

- (b) Discuss the importance of controlling.

15. (a) What are the different types of ethical issues?

Or

- (b) Explain the importance of business ethics.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the key concepts of systems approach in modern management.

17. Discuss the different types of policies.

18. Briefly explain the principles of delegation.
 19. Explain the pre-requisites for an excellent co-ordination.
 20. Discuss the role of ethics in business.
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S-2730

Sub. Code

23BBA1C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 do you mean by Double Entry System?
2. What is Business Entity concept?
3. What is Current Liability?
4. What is Profit and Loss account?
5. What is Real Account?
6. What is Single Entry System?
7. What is Non-Profit organization?
8. What is Income and Expenditure account?
9. What is Depreciation?
10. What is Fixed Installment Method of Depreciation?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the accounting concepts and conventions.

12. (a) What are the main characteristics of subsidiary book?

Or

- (b) Explain rectification of errors in accounting.

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

Or

- (b) Explain various depreciation methods.

14. (a) Distinguish between trading and non-trading concerns.

Or

- (b) From the following information prepare Receipts and Payments Account.

Business expenses	Rs. 22,000
Fire Insurance	Rs. 13,500
Furniture purchased	Rs. 14,000
Salaries payable	Rs. 32,000
Advertising Expenses	Rs. 14,000
Paid to creditors	Rs. 40,000
Wages paid	Rs. 26,000

Rent received	Rs. 14,200
Entrance fees received	Rs. 32,000
Investment purchased	Rs. 28,000
Cash balance at close	Rs. 12,800

15. (a) Mr. Anish books on single entry system give you the following information:

	1 st Jan. 2000	31 st Dec. 2000
	Rs.	Rs.
Stock in trade	36,000	38,000
Cash in hand	5,000	6,000
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.

Or

- (b) What are the merits and demerits of Single Entry System?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain various Concepts and Conventions of Financial Accounting.
17. Prepare Trading and Profit and Loss a/c for the year ending 31.12.2007 and Balance Sheet as on that date:

Particulars	Dr. (Rs.)	Cr. (Rs.)
Capital		1,50,000
Drawings	10,000	
Salaries	10,000	

Particulars	Dr. (Rs.)	Cr. (Rs.)
Sales		2,50,000
Cash in hand	50,000	
Wages	20,000	
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.20,000 (b) Interest on capital at Rs.10,000 (c) Interest on Drawings Rs.500 (d) Salaries outstanding Rs.2,000 (e) Rent prepaid Rs.1,000 (f) Depreciate Machinery 10% (g) Commission accrued Rs.3,000 (h) Interest received in advance Rs.1,000.

18. Distinguish between Statement of Affairs and Balance Sheet.
19. Explain the importance of Installment System.
20. A machine lease worth Rs.80,000 is to be depreciated by Annuity system, the unwritten balance of the asset bearing interest at 4%. 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-2731

Sub. Code

23BBAA1

U.G. DEGREE EXAMINATION, APRIL 2026

Business Administration

Allied – MANAGERIAL ECONOMICS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Economics.
2. Give the meaning of a firm.
3. What do you mean by marginal utility?
4. Define the term 'Elasticity of demand'.
5. What is a production function?
6. Give the meaning of Supply.
7. State the main objective of pricing.
8. What is Dual pricing?
9. Define perfect competition.
10. What do you mean by Duopoly?

Part B

(5 × 5 = 25)

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

11. (a) Discuss the relationship between Micro, Macro and Managerial Economics.

Or

- (b) Describe the increment concept of Managerial Economics.

12. (a) State the properties of indifference Curve.

Or

- (b) Explain briefly about the different types of demand.

13. (a) State the economies of scale.

Or

- (b) Briefly explain the long run cost output relationship.

14. (a) List out the factors affecting pricing.

Or

- (b) Write a note on price discrimination.

15. (a) How to determine price and output under monopoly?

Or

- (b) Describe the characteristics of Oligopoly Market.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope of Managerial Economics.
 17. Describe the methods of demand forecasting.
 18. Explain the law of variable proportion.
 19. What are the different methods adopted for pricing? Explain.
 20. State the salient features of Monopolistic competition.
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S-2732

Sub. Code

23BBA1S1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 do you mean by Events?
2. Define Event Planning.
3. What is Event Co-ordination?
4. Define Event Design.
5. State the purpose of event feasibility study.
6. What do you mean by resource feasibility?
7. Who is Event's audience?
8. What is Event promotion?
9. What is meant by Event budget?
10. Define Event sponsorship.

Part B

(5 × 5 = 25)

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

11. (a) Discuss the significance of Event Management.

Or

(b) Write a note on Corporate Events.

12. (a) Describe the integral role of event coordination.

Or

(b) Briefly explain the different aspects of event design.

13. (a) Describe the event feasibility assessment process.

Or

(b) List out the benefits of conducting feasibility study for an event.

14. (a) Briefly explain the role of product in Event marketing.

Or

(b) How public relation can be effectively used for event promotion?

15. (a) Discuss the various revenue streams for events.

Or

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

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the activities of Event Management.
 17. Discuss the functions of Event Co-ordinators.
 18. How is SWOT analysis utilized in event management?
 19. Describe the components of Event planning.
 20. Explain the steps in budget construction for events.
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S-2733

Sub. Code

23BBA1FC

B.B.A. DEGREE EXAMINATION, APRIL 2026

First Semester

Business Administration

MANAGERIAL COMMUNICATION

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is managerial communication?
2. What is psychological barrier to communication?
3. What is business letter?
4. What is a circular?
5. What is direct interview?
6. What is presentation skill?
7. What are the use of preparing minutes?
8. What is resume?
9. What is podcast?
10. What is virtual meeting?

Part B

(5 × 5 = 25)

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

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

Or

- (b) Explain the principles of effective communication.

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

Or

- (b) Write an enquiry letter regarding the purchase of raw material.

13. (a) Differentiate direct and indirect interview.

Or

- (b) What are the skills that are judged in a group discussion?

14. (a) Write a resume to apply for the post of an Accountant.

Or

- (b) Prepare an agenda for the board meeting.

15. (a) Explain the procedure for writing an email.

Or

- (b) Explain the uses of website in business.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the barriers to communication.
 17. You are the owner of Anand & co. You have received a lot of orders from various customers. Write a letter to one of the customers informing about delay in fulfilment of the order.
 18. Give some examples of body language and explain what they show about.
 19. Explain discussion minutes in detail.
 20. Explain the procedure to start a virtual meeting in Google meet.
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S-2734

Sub. Code

23BBA2C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Second Semester

Business Administration

MARKETING MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term Marketing.
2. What is Marketing Mix?
3. Define Product.
4. What is Branding?
5. Define Pricing.
6. What is Marketing Channel?
7. Define Integrated Marketing Communication
8. Define Customer Relationship Management.
9. Give two examples of digital marketing.
10. Define Personal selling.

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept of marketing and its importance in business.

Or

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

12. (a) Differentiate between consumer goods and industrial goods.

Or

- (b) Explain the advantages of packaging.

13. (a) Explain the importance of physical distribution in marketing.

Or

- (b) List out the objectives of Pricing.

14. (a) Highlight the importance of CRM.

Or

- (b) Describe the role of internet marketing in building customer loyalty.

15. (a) Explain the applications of digital marketing in business.

Or

- (b) What are the advantages of motivating sales force?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Analyze the environmental forces that influence marketing strategies with examples.
 17. Explain the concept of market segmentation with examples.
 18. Discuss the various types of Pricing Strategies with relevant examples.
 19. Explain Consumer-oriented sales promotion tools.
 20. Explain the different types of Sales force compensation methods.
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S-2735

Sub. Code

23BBA2C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. Define management accounting.
3. What is financial statement analysis?
4. What are comparative statements?
5. What is ratio analysis?
6. Define liquidity ratio.
7. What is budgetary control?
8. Define cash budget.
9. What is marginal costing?
10. Define CVP analysis.

Part B

(5 × 5 = 25)

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

11. (a) What is the importance of Cost accounting?

Or

(b) From the following information, prepare a cost sheet for the period ending on 31st March 2006.

	Rs.
Opening stock of raw material	12,500
Purchases of raw material	1,36,000
Closing stock of raw material	8,500
Direct wages	54,000
Direct expenses	12,000
Factory overheads	100% of direct wages
Office and administrative overheads	20% of work cost
Selling and distribution overheads	26,000
Cost of opening stock of finished goods	12,000
Cost of Closing stock of finished goods	15,000
Profit on cost	20%

12. (a) The following are the Balance Sheets of J. Ltd. as at March 31, 2016 and 2017. Prepare a Comparative Balance Sheet.

Particulars	Note No.	March 31, 2016 (Rs.)	March 31, 2017 (Rs.)
I. Equity and Liabilities			
1. Shareholder's Funds			
(a) Share capital		20,00,000	15,00,000
(b) Reserve and surplus		3,00,000	4,00,000
2. Non-current liabilities			
Long-term borrowings		9,00,000	6,00,000
3. Current liabilities			
Trade payables		3,00,000	2,00,000
Total		35,00,000	27,00,000

Particulars	Note No.	March 31, 2016 (Rs.)	March 31, 2017 (Rs.)
II. Assets			
1. Non-current assets			
(a) Fixed assets			
Tangible assets		20,00,000	15,00,000
Intangible assets		9,00,000	6,00,000
2. Current assets			
Inventories		3,00,000	4,00,000
Cash and cash equivalents		3,00,000	2,00,000
Total		35,00,000	27,00,000

Or

(b) Discuss the functions of Management accounting.

13. (a) State the benefits and limitations of Ratio analysis.

Or

(b) Prepare a cash flow statement of Satyam Ltd. From the following :

Liabilities	1.1.06	31.12.06	Assets	1.1.06	31.12.06
Share capital	1,00,000	4,00,000	Goodwill	—	20,000
8% debenture	—	2,00,000	Machinery	1,25,000	4,75,000
Retained earning	60,000	90,000	Stock	20,000	80,000
Creditors	40,000	1,00,000	Debtor	30,000	1,00,000
Bills payable	20,000	40,000	Bank	50,000	1,50,000
Tax provision	30,000	40,000	Cash	25,000	45,000
	<u>2,50,000</u>	<u>8,70,000</u>		<u>2,50,000</u>	<u>8,70,000</u>

Additional Details :

- (i) During 2006, the business of a sole trader was purchased by issuing shares for Rs. 2,00,000. The assets acquired from him were: Goodwill Rs. 20,000, machinery Rs. 1,00,000, stock Rs. 50,000, and Debtors Rs. 30,000.
- (ii) Provision for tax charged in 2006 was Rs. 35,000.
- (iii) The debenture was issued at a premium of 5% which is included in the retained earnings.
- (iv) Depreciation charged on machinery was Rs. 30,000.

14. (a) Define Budgetary control and state its objectives.

Or

(b) Prepare a cash Budget of R.M.C. LTD. for April, May, and June 2019 :

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
Jan. (Actual)	80,000	45,000	20,000	5,000
Feb. (Actual)	80,000	40,000	18,000	6,000
March (Actual)	75,000	42,000	22,000	6,000
April (Budget)	90,000	50,000	24,000	7,000
May (Budget)	85,000	45,000	20,000	6,000
June (Budget)	80,000	35,000	18,000	5,000

Additional Information :

- (i) 10% of the purchases and 20% of sales are for cash.
- (ii) The average collection period of the company is $\frac{1}{2}$ month, and the credit purchases are paid regularly after one month.
- (iii) Wages are paid half-monthly, and the rent of Rs. 500, included in expenses, is paid monthly, and other expenses are paid after a one-month lag.
- (iv) Cash balance on April 1, 2019, may be assumed to be Rs. 15,000.

15. (a) The following information is available for the years 2013 and 2014 for PIX Limited :

Year	2013	2014
Sales	32,00,000	57,00,000
Profit (Loss)	(3,00,000)	7,00,000

Calculate :

- (i) P/V ratio,
- (ii) Total fixed cost and
- (iii) Sales required to earn a profit of Rs. 12,00,000.

Or

- (b) Discuss in brief about break-even analysis.

Part C

(3 × 10 = 30)

Answer any **three** questions.

- 16. Discuss the nature, scope and functions of Cost accounting.
- 17. Distinguish between Management accounting and Cost accounting.

18. The following Trading and Profit and Loss Account of Tiptop Ltd. for the year 31-3-2019 is given below :

Particulars	Rs.	Particulars	Rs.
To Opening stock	76,250	By Sales	5,00,000
To Purchase	3,15,250	By closing stock	98,500
To Carriage inward	2,000		
To Wages	5,000		
To Gross profit c/f	2,00,000		
	<u>5,98,500</u>		<u>5,98,500</u>
To Administrative expenses	1,01,000	By Gross profit b/d	2,00,000
To Selling & dist. Expenses	12,000	By interest on securities	1,500
To Non-operating expenses	2,000	By dividend on shares	3,750
To Financial expenses	7,000	By profit on sale of shares	750
To net profit c/d	84,000		
	<u>2,06,000</u>		<u>2,06,000</u>

Calculate : Gross profit ratio, Expense ratio, operating ratio, net operating profit ratio and net profit ratio.

19. Prepare a Flexible budget for overheads based on the following data. Ascertain the overhead rates at 50% and 60% capacity.

At 60% capacity
(Rs.)

Variable overheads :

Indirect Material	6,000
Labour	18,000

Semi-variable overheads :

Electricity :

(40% Fixed & 60% variable)	30,000
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Repairs :

(80% fixed &

	At 60% capacity
	(Rs.)
20% Variable)	3,000
Fixed overheads :	
Depreciation	16,500
Insurance	4,500
Salaries	15,000
Total overheads	93,000
Estimated direct labour hours	1,86,000

20. XYZ Ltd. is manufacturing and selling four types of products A, B, C and D. The sales mix and variable costs are as follows :

Product	Sales per month	Variable Cost Ratio
A	2,00,000	50%
B	1,50,000	50%
C	1,00,000	75%
D	2,50,000	40%

The fixed costs are Rs. 1,50,000 per month. Calculate the break-even point.

S-2736

Sub. Code

23BBAA2

U.G. DEGREE EXAMINATION, APRIL 2026

Business Administration

Allied — INTERNATIONAL BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the pull factors of Internationalization?
2. Define the term 'network spread index'.
3. Write a note on the important determinants of India's exports and imports.
4. List the four most important exports and imports of India.
5. State the term "Cross-border M & A".
6. Give a short note on sectoral trends in FDI.
7. How to become a private label manufacturer?
8. Differentiate between GATT and WTO.
9. Bring out the concept of ILO.
10. Write a short note on dumping as defined by WTO.

Part B

(5 × 5 = 25)

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

11. (a) “Firms need global orientation even to survive in the domestic market”. — Elucidate.

Or

- (b) Analyse the reasons for the growing dominance of the MNCs.

12. (a) Briefly explain the concept of Heckscher-Ohlin theory.

Or

- (b) Give a brief account of the major problems of India’s export sector.

13. (a) What are the merits and demerits of Host and Home countries due to globalisation?

Or

- (b) Discuss the factors affecting International investment.

14. (a) List out the important factors favoring globalization of Indian Business.

Or

- (b) Examine the scope of Marketing Indian products abroad.

15. (a) Write a short note on the role of IMF vis-a-vis India.

Or

- (b) Describe the benefits and drawbacks of WTO.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the organizational characteristics of multinational, global international and transnational corporations.
 17. Review India's trade strategy since 1951 briefly.
 18. Describe in detail about the concept of FERA and FEMA.
 19. Discuss the important obstacles to globalization of Indian Business.
 20. Evaluate the role and performance of WTO with particular reference to developing countries.
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S-2737

Sub. Code

23BBAA3

U.G. DEGREE EXAMINATION, APRIL 2026

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 classification of data?
2. Write any two characteristics of statistics.
3. State any two uses of Range.
4. Calculate the co-efficient of skewness, if $\bar{X} = 63$, $M = 68$ and S.D. = 18.
5. Give short notes on the uses of Time Series.
6. Mention the components of Time Series.
7. Which index is used for the measurement of seasonable variation?
8. Why index number are called as economic barometer?
9. Define 'F' and 'T' test.
10. When to use one-way ANOVA Table?

Part B

(5 × 5 = 25)

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

11. (a) State the advantages of Graphs.

Or

- (b) Find the Median from the following data.

C.I.	10–20	20–30	30–40	40–50	50–60	60–70
F	12	18	5	10	9	6

12. (a) What is scatter diagram? Explain it with the help of diagrams.

Or

- (b) Calculate S.D. and its co-efficient.

C.I.	0–10	10–20	20–30	30–40	40–50	50–60	60–70
F	8	12	17	14	9	7	4

13. (a) Define time series. Distinguish between seasonal, cyclical and random variations.

Or

- (b) Compute the average seasonal movements for the time series given below:

Quarterly production

Year	I	II	III	IV
1980	3.5	3.9	3.4	3.6
1981	3.5	4.1	3.7	4.0
1982	3.5	3.9	3.7	4.2
1983	4.0	4.6	3.8	4.5
1984	4.1	4.4	4.2	4.5

14. (a) Explain the different types of Index numbers.

Or

- (b) From the chain base index numbers given below construct the fixed base index numbers.

Year :	1990	1991	1992	1993	1994
Chain indices:	90	105	102	95	99

15. (a) Briefly explain the procedure for conducting 'F' test.

Or

- (b) Test whether the accident occur uniformity over weekdays on the basis of the following information.

Day of the week:	Sun	Mon	Tue	Wed	Thu	Fri	Sat
No. of Accidents :	11	13	14	13	15	14	18

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Point out the significance of diagrams and graphs.
17. Calculate Q.D. and its co-efficient for the following data.

Daily Income:	100–200	200–300	300–400	400–500	500–600	600–700
No. of Persons:	6	14	20	26	18	9

18. Fit a trend line by 3-yearly moving average from the following data.

Year:	1991	1992	1993	1994	1995	1996	1997	1998
Sales:	40	35	45	45	50	49	45	52

19. Calculate current year price index number by using (a) Laspeyre's (b) Paasche's and (c) Fisher's formula.

Commodity	Base year		Current year	
	Price	Qty	Price	Qty
	Rs.		Rs.	
A	1	10	1.5	8
B	5	12	6	10
C	8	5	10	2

20. Price of shares of a company on the different days in a month were found to be 66, 65, 69, 70, 69, 71, 70, 63, 64, 68. Discuss whether Mean price of the shares in the month is 65.

S-2738

Sub. Code

23BBAA4

U.G. DEGREE EXAMINATION, APRIL 2026

Business Administration

Allied – OPERATION RESEARCH

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. List any four classifications of models in Operation Research.
2. What are the major assumptions of Linear Programming?
3. How is degeneracy handled in MODI method?
4. Give any two differences between transportation problem and assignment problem.
5. Cite any two areas where assignment technique is applied.
6. When does degeneracy happen in transportation problem?
7. Define unbalanced assignment problem.
8. Mention any two rules used Network Analysis.
9. Why is it called a zero sum game in game theory?
10. State the need for Decision tree diagram.

Part B $(5 \times 5 = 25)$ Answer **all** questions choosing either (a) or (b).

11. (a) Discuss the concept and scope of O.R.

Or

- (b) Solve the following L.P.P. by graphical method.

$$\text{Max } z = 4x + 5y$$

Subject to the constraints

$$x + y \geq 1$$

$$2x + y \leq 1$$

$$4x - 2y \leq 1$$

$$x, y \geq 0.$$

12. (a) Distinguish between feasible and basic feasible solutions.

Or

- (b) Determine an initial basic feasible solution to the following transportation problem using the North West Corner rule.

	D ₁	D ₂	D ₃	D ₄	Supply
O ₁	6	4	1	5	14
O ₂	8	9	2	7	16
O ₃	4	3	6	2	5
Demand	6	10	15	4	

13. (a) What are the Unbalanced assignment problem? How are they solved?

Or

- (b) Given below is a matrix showing the profit for different jobs done through different machines. Find an assignment programme which will maximize the total profit.

	Machines			
	M ₁	M ₂	M ₃	M ₄
J ₁	51	53	54	50
J ₂	47	50	48	50
J ₃	49	50	60	61
J ₄	63	64	60	61

14. (a) Discuss the steps involved in connecting a Network.

Or

(b) A project consists of 6 activities (Jobs), designated from A to F with the following relationships

(i) A is the first job to be performed

(ii) B and C can be done concurrently and must follow A

(iii) B must precede D

(iv) E must succeed C but it cannot start until B is completed.

(v) The last operation F is dependent on the completion of D & E

Draw a Network diagram.

15. (a) Write the application of Baye's theorem.

Or

(b)

$$\begin{array}{c} \text{Player B} \\ \text{Player A} \end{array} \begin{pmatrix} -2 & 15 & -2 \\ -5 & -6 & -4 \\ -5 & 20 & -8 \end{pmatrix}$$

Find the optimal strategy and the value of the game.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the limitations of graphical method solving a L.P.P?
17. Determine initial basic feasible solution to the following transportation problem using VAM method.

	A	B	C	D	
I	2	3	11	7	6
II	1	0	6	1	1
III	5	8	15	9	0
	7	5	3	2	

18. A college dept chairman has the problem of providing instructions for the courses offered by his dept at the highest possible level of educational quality. He has arrived at the following relative ratings regarding the ability to each instructor to each of the 4 courses.

		Courses			
		A	B	C	D
Instructors	1	6	4	6	7
	2	2	6	5	7
	3	2	3	4	6
	4	3	1	3	4

Make the correct assignment to the instructors.

19. The following table gives the activities in a construction project and other relevant information. Find out total and independent floats.

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration:	20	25	10	12	6	10

20. Solve the following game using dominance rule.

		B		
		I	II	III
A	I	1	7	2
	II	6	2	7
	III	6	1	6

S-2739

Sub. Code

23BBA2S1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 the term core competency.
2. What do you mean by self-image?
3. Give the definition of self-esteem.
4. What is the purpose of conducting Personality Mapping Tests?
5. Define Emotional Intelligence.
6. What do you mean by Relationship Management?
7. Define Critical thinking.
8. What is meant by creativity?
9. Define Role play.
10. What is non- verbal communication?

Part B

(5 × 5 = 25)

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

11. (a) State the importance of understanding self.

Or

- (b) Write a note on Skill Analysis.

12. (a) List out the characteristics of self-esteem.

Or

- (b) What are the indicators of high self - esteem?

13. (a) Describe the benefits of developing emotional competencies.

Or

- (b) Distinguish between healthy and unhealthy expressions of emotions.

14. (a) Discuss the connection between mind, brain and behavior.

Or

- (b) Write a note on brain storming.

15. (a) How to make oral presentations?

Or

- (b) Explain the role of debates in improving communication skills.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the components of self.
 17. How to measure self-esteem and its effectiveness?
 18. Briefly explain the ICEDIP Model of Creative thinking.
 19. Explain the different stages of development of creativity.
 20. How to report case analysis? Explain in detail.
-

S-2740

Sub. Code

23BBA2S2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. Mention the ABCs of etiquette.
2. What do you mean by professional conduct?
3. Give the meaning of work place courtesy.
4. Define business ethics.
5. What is meant by e-mail etiquette?
6. State the importance of disability etiquette.
7. What do you mean by diversity at work place?
8. Give the meaning of Taboo.
9. What is a dress code?
10. What is professional grooming?

Part B

(5 × 5 = 25)

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

11. (a) Write a note on meeting and greeting scenario.

Or

- (b) Discuss the role of good manners in business.

12. (a) What are the etiquette followed in formal gatherings?

Or

- (b) State the significance of formulating company policy for business etiquette.

13. (a) What are the practices of telephone courtesy?

Or

- (b) Describe the guidelines for online chat etiquette.

14. (a) What are the key aspects of cultural diversity?

Or

- (b) How to handle inter cultural communication effectively?

15. (a) State the guidelines to be followed for business attire.

Or

- (b) Why is your image important for business?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the principles of exceptional work behavior.
 17. Explain the different types of ethical issues existing in work place.
 18. Discuss in detail about the Disability Etiquette practices.
 19. Discuss the importance of cultural awareness in managing work place.
 20. Explain the elements of physical grooming and appearance.
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S-2741

Sub. Code

23BBA3C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 people skills?
2. Define the term ethics.
3. Distinguish between behaviour and attitude.
4. How do you define perception?
5. What do you mean by group norms?
6. Distinguish between group and team.
7. State the functions of organization culture.
8. What do you mean by organizational design?
9. Define organizational change.
10. Define the term power.

Part B

(5 × 5 = 25)

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

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

Or

(b) Discuss the opportunities of OB in work-life balance.

12. (a) Explain the cognitive theory of learning.

Or

(b) Explain the two factor theory of motivation.

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

Or

(b) Explain the trait theory of leadership.

14. (a) How do you create and sustain a positive organizational culture?

Or

(b) What are the best practices for designing an effective organization structure?

15. (a) Why do people resist to organizational change?

Or

(b) What are the different types of conflicts?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the role of OB and positive work environment.
 17. Explain the significance of 'values' in decision making.
 18. Discuss the key components of Fiedler's contingency theory.
 19. Explain the traditional organizational designs.
 20. How do you manage power and politics? Discuss.
-

S-2742

Sub. Code

23BBA3C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 is Financial Management?
2. What do you mean by Profit Maximisation?
3. Define: “Cost of Debt”.
4. What is weighted average cost of capital?
5. ‘What is IRR?
6. What is Net Present Value (NPV)?
7. What is Cash Budget?
8. Define “Dividend”.
9. Define “Working Capital”.
10. What is Current Asset?

Part B

(5 × 5 = 25)

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

11. (a) What is Wealth Maximisation?

Or

- (b) State the Objectives of Financial Management.

12. (a) A company issues 14% irredeemable preference shares of the face value of Rs. 100 each. Floatation costs are estimated at 5% of the expected sales price. Calculate cost of preference shares.

Or

- (b) Explain the various methods of Cost of Equity.

13. (a) A company has an investment proposal of Rs.1,20,000. The expected cash inflows are 30,000, 40,000, 60,000 and Rs.40,000 in the respective years. Calculate the IRR of the project.

Or

- (b) Explain the Pay Back Period method.

14. (a) Explain Budgetary control.

Or

- (b) Explain Selling Over head Budget.

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

Or

- (b) Explain the factors which affecting capital investment proposals.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the scope and functions of Financial management.
17. Compute the Working Capital on the basis of following information:

Particulars	Rs.
Stock	10,000
Purchases	1,05,000
Sales	1,60,000
Wages	20,000
Salary	5,000
Rent	1,000
Debtors	10,000
Creditors	2,000
B/R	5,000
B/P	5,000
Cash in Hand	15,000
Bank	5,000

18. Explain Weighted Average Cost of Capital.
19. Explain the components of Working Capital.
20. Explain importance of working capital in an organization.

S-2743

Sub. Code

23BBA3S1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 use of Microsoft word?
2. What is the shortcut key for cut and paste?
3. What is a spreadsheet?
4. What is undo function?
5. What are the uses of PowerPoint presentation?
6. What is presentation layout in PowerPoint?
7. What is a balance sheet?
8. What is order processing?
9. How can you add pictures in Google form?
10. What is grid format?

Part B

(5 × 5 = 25)

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

11. (a) What is MS-Word? How will you edit a document in word?

Or

- (b) Explain the process of working with table.

12. (a) Explain the menu in Excel.

Or

- (b) Explain how will you work in a spreadsheet.

13. (a) Explain the procedure to open the PowerPoint presentation.

Or

- (b) Explain the slide show menu in PowerPoint.

14. (a) Explain the functions in gateway of tally.

Or

- (b) Explain the features of tally ERP 9.

15. (a) Explain the procedure to open Google form.

Or

- (b) Explain how Google form is useful for research.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain mail merge.

17. Explain the procedure to apply the mathematical formulas in Excel.

18. How can you add audio and video files using hyperlink in PowerPoint presentation?
 19. Explain voucher entry with bill wise details.
 20. Explain the procedure to prepare a quiz in Google form.
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S-2744

Sub. Code

23BBA3S2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 Creativity.
2. Explain the importance of managing creative teams in organizations.
3. Define a new product as a business entry strategy.
4. What are the benefits of buying an existing firm?
5. Define Venture Capital.
6. Why is assessing a new venture's financial strength important?
7. Define Social Entrepreneurship.
8. Explain the role of leadership in building a new venture team.

9. Explain the rules governing finding support for new ventures.
10. What are the traditional sources of financing entrepreneurial ventures?

Part B

(5 × 5 = 25)

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

11. (a) Explain the evolution of entrepreneurship.

Or

- (b) What are the key sources of innovation in business?

12. (a) Discuss the process of developing new products as a business strategy.

Or

- (b) Describe franchising as a strategy for starting a business.

13. (a) How does competitor analysis contribute to feasibility analysis?

Or

- (b) Explain how a new venture's financial strength is assessed.

14. (a) Discuss the concept of corporate entrepreneurship with examples.

Or

- (b) What are the main challenges in forming a social entrepreneurship venture?

15. (a) Describe alternate sources of funding for startups.

Or

- (b) Explain MSMEs.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of creativity, managerial responsibilities and organizational actions in fostering innovation in business.
17. Explain the process of developing successful business ideas. Discuss the benefits and challenges of buying an existing firm as a strategy.
18. What is the significance of industry and competitor analysis in a feasibility study? How does financial analysis determine a venture's sustainability?
19. Explain the process of moving from an idea to a new venture, emphasizing the importance of ethical and legal foundations, leadership and building a new-venture team.
20. Discuss the various sources of financing entrepreneurial ventures. Highlight the role of MSMEs and rules governing institutional support for startups.
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S-2745

Sub. Code

23BBA4C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Business Administration

BUSINESS ENVIRONMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term “Business Environment.”
2. State any two features of business environment.
3. Mention any two economic roles of government.
4. What is meant by the constitutional environment?
5. Define inflation.
6. What is the full form of NITI Aayog?
7. Write any two features of the joint family system.
8. Give two examples of social attitudes affecting business.
9. What do you mean by Industry 4.0?
10. Give any two applications of Artificial Intelligence in business.

Part B

(5 × 5 = 25)

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

11. (a) Explain the significance of studying the business environment.

Or

- (b) Describe the impact of cultural environment on business decisions.

12. (a) Discuss the rationale for state intervention in business.

Or

- (b) Explain the functions of the state in the political environment.

13. (a) Describe the effects of business cycles on business decisions.

Or

- (b) Write a short note on the New Economic Policy of 1991.

14. (a) Discuss the influence of cultural heritage on business.

Or

- (b) Explain the role of linguistic and religious group in the social environment.

15. (a) Describe the basic features of Industry 4.0.

Or

- (b) Explain the role of blockchain technology in business operations.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the nature of business environment and explain its various dimensions.
 17. Explain the relationship between political and legal environments with examples of their impact on business.
 18. Describe the macroeconomic parameters such as GDP, growth rate, national income and per capita income, and analyze their impact on business decisions.
 19. Explain the different types of social organisation and their influence on business activities in India.
 20. Discuss the applications and uses of advanced technologies like AI, IoT, Big Data, and Cloud Computing in Industry 4.0.
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S-2746

Sub. Code

23BBA4C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. Define coercion. What are its ingredients?
2. Who is competent to enter into a valid contract?
3. List out the circumstances where the finder of goods acquires the right to sell the goods.
4. What is meant by symbolic delivery? Give an example.
5. What do you mean by perpetual succession?
6. State the legal position of the promoters.
7. Who can file a complaint under the Consumer protection act and on what grounds can he do so?
8. Write any four duties of the public information Officer.
9. Define the term 'data' as per the IT Act.
10. How is cyber appellate tribunal appointed?

Part B

(5 × 5 = 25)

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

11. (a) Explain the legal rules for a valid consideration with examples.

Or

- (b) Define 'bailment' and 'pledge'. When can a non-owner make a valid pledge? Explain.

12. (a) Who is unpaid seller? What are his rights against the buyer personally and against the goods?

Or

- (b) What is doctrine of "Caveat Emptor"? What are the exceptions to this doctrine?

13. (a) Define articles of association. State the procedure for the alteration of articles.

Or

- (b) What is a resolution? Explain different types of resolutions passed in General Meetings.

14. (a) Discuss the procedure of filing a complaint under the consumer protection law in India.

Or

- (b) Discuss the grounds on which appeal for information can be refused under the RTI Act.

15. (a) Who are certifying authorities? Describe their duties and functions.

Or

- (b) Illustrate the salient features of Information Technology Act, 2000.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What is breach of contract? What are the remedies available to an aggrieved party on the breach of a contract?
17. Define Condition and 'Warranty' in a contract of sale. When can a breach of condition be treated as a breach of warranty?
18. What are the documents required to be filed before the Registrar of companies for incorporation of a company. Explain each of them in brief.
19. Explain how consumer interest is sought to be protected through the various advisory and adjudicatory bodies under the Consumer Protection Act, 1986?
20. How is a digital signature authenticated? State the precautions to be taken relating to digital signature.

S-2747

Sub. Code

23BBA4S1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fourth Semester

Business Administration

TALLY

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define configuration.
2. State the rule of nominal account.
3. What is accounting master in tally?
4. What are the shortcut keys for features and configuration in tally ERP 9?
5. What is the cost centre?
6. Define scenario management.
7. What is professional tax?
8. What is EPF?
9. What are final accounts?
10. What are allowances?

Part B

(5 × 5 = 25)

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

11. (a) Explain the features of accounting.

Or

- (b) Explain the fundamentals of tally ERP 9.

12. (a) Write down the procedure to create stock groups in tally.

Or

- (b) Explain the inventory masters in tally.

13. (a) Describe the advanced accounting in tally ERP 9.

Or

- (b) Explain the six types of vouchers in tally.

14. (a) Explain the procedure to prepare bill wise details.

Or

- (b) Explain the process of recording ESIC payments in tally.

15. (a) Write a note on shortcut keys in tally ERr 9.

Or

- (b) Describe the steps to generate various reports.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the procedure for setting up a company in tally ERP 9.
 17. Write the procedure to create sales, purchase, cash, capital, sundry creditor and sundry debtor ledger in tally.
 18. Explain bank reconciliation statement.
 19. How to file GST returns in tally?
 20. Explain the process of preparing payroll.
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S-2748

Sub. Code

23BBA4S2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 IPR?
2. State any two needs of IPR.
3. What is patent?
4. What is utility patent?
5. Define trademark.
6. What is the role of the TM and R symbol?
7. What is copyright?
8. What is plagiarism?
9. What is geographical indication?
10. State any two geographical indications in Tamil Nadu.

Part B

(5 × 5 = 25)

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

11. (a) Explain the important principles of IP management.

Or

- (b) List out the types of IPR.

12. (a) Explain the inventions not patentable.

Or

- (b) List out the types of patent.

13. (a) What are the benefits of registering a trademark?

Or

- (b) Explain the needs of protecting industrial design.

14. (a) Discuss the exclusive right to the copyright owner.

Or

- (b) Explain copyright infringement.

15. (a) Explain the concept of geographical indications.

Or

- (b) Explain the need for geographical indication protection.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the IPR in the cyber world.
 17. Elaborate patentable invention.
 18. Explain the procedure for registering trademark in India.
 19. Explain the key aspect of software copyright in India.
 20. Discuss the significance of geographical indication.
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S-2749

Sub. Code

23BBA5C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. What is meant by HR policies?
2. Define Strategic Human Resource Management.
3. Mention any two types of selection tests.
4. Define job description.
5. What is career development?
6. State any two methods of performance appraisal.
7. Mention two benefits of employee engagement.
8. What is meant by incentives?
9. Define virtual HRM.
10. What is people analytics?

Part B

(5 × 5 = 25)

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

11. (a) Describe the environment of HRM.

Or

(b) Explain any four differences between Personnel Management and HRM.

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

Or

(b) Explain the process of job analysis.

13. (a) Write short notes on transfer and promotion.

Or

(b) Explain the process of performance monitoring and review.

14. (a) Describe the various types of incentives.

Or

(b) Explain the methods of measuring employee engagement.

15. (a) Discuss the approaches to HR audit.

Or

(b) Write short notes on the multi-generational workforce.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the nature, scope and environment of HRM and differentiate it from Personnel Management.
 17. Explain in detail the concepts of job analysis, job description and job specification with examples.
 18. Discuss the training process in detail and explain various training methods used in organisations.
 19. Explain employee engagement, its importance, methods of evaluation and its impact on organisational performance.
 20. Describe the recent trends in HRM, including Green HRM, Virtual HRM and global HRM practices.
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S-2750

Sub. Code

23BBA5C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

Fifth Semester

Business Administration

RESEARCH METHODOLOGY

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by formulating the research problem?
2. State two objectives of business research.
3. Define scaling.
4. Give any two characteristics of a good sampling method.
5. Give two examples of secondary data sources.
6. What is a schedule in data collection?
7. Define classification of data.
8. What is the purpose of data editing?
9. State two common types of research reports.
10. Mention any two unethical practices in research.

Part B

(5 × 5 = 25)

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

11. (a) Explain the importance of sampling in business research.

Or

- (b) Write short notes on research need and pilot testing.

12. (a) Explain descriptive research design with suitable examples.

Or

- (b) Discuss the characteristics of a good hypothesis.

13. (a) Write short note on survey and observation methods.

Or

- (b) Explain the advantages and disadvantages of experimentation in research.

14. (a) Describe the presentation of data using charts and tables.

Or

- (b) Discuss the role of cross-tabulation in analysing research data.

15. (a) Explain the steps in writing a research report.

Or

- (b) Discuss the importance of plagiarism checks in research.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the concept of business research, research process and the significance of pilot testing.
 17. Discuss the types of research design and explain various scaling methods used in business research.
 18. Explain the sources of primary and secondary data and discuss the process of designing a questionnaire.
 19. Describe in detail the stages of data analysis, including classification, tabulation and presentation.
 20. Explain the principles of report writing and discuss the ethical considerations in research.
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S-2751

Sub. Code

23BBA5C3

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 canons of taxation?
2. Explain the tax system in India.
3. What is the difference between “Previous Year” and “Assessment Year”?
4. Explain the procedure for filing a return of income.
5. What are the different types of customs duties?
6. Explain the procedure for assessment and valuation of customs duty.
7. What is the difference between “mixed supply” and “composite supply”?
8. Who is not liable to register under GST?
9. What is the purpose of a debit note under OST?
10. Explain the concept of tax audit under UST.

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives of taxation in India and discuss the importance of direct and indirect taxes.

Or

- (b) Discuss the canons of taxation and their significance in the Indian tax system.

12. (a) Describe the procedure for assessment under the Income Tax Act, 1961, including the role of the Assessing Officer.

Or

- (b) Explain the concept of Permanent Account Number (PAN) and its significance in income tax filing.

13. (a) Describe the procedure for assessment and valuation of customs duty under the Customs Act, 1962.

Or

- (b) Discuss the concept of customs duty drawback and its benefits for exporters.

14. (a) Explain the concept of GST registration, including the persons liable and not liable to register.

Or

- (b) Discuss the concept of composite supply and mixed supply under GST, including their implications for businesses.

15. (a) Explain the importance of tax invoices and credit notes under GST.

Or

- (b) Discuss the concept of tax audit under GST and its significance for businesses.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the role of taxation in achieving social welfare objectives, highlighting the importance of progressive taxation.
17. Discuss the concept of tax audit under the Income Tax Act, 1961, highlighting its significance and procedure.
18. Explain in detail about Customs Act 1962.
19. Explain the concept of deemed registration under GST, highlighting the circumstances under which registration is deemed to have been granted.
20. Explain Tax Audit.
-

S-2752

Sub. Code

23BBA5C4

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 Planning.
2. What is the role of information in decision making?
3. Define System.
4. What is meant by competitive advantage?
5. List the advantages of computers.
6. What is Operating system?
7. What is meant by System Investigation?
8. State the advantages of Personnel Information system.
9. Define Business process outsourcing.
10. What is the role of Big Data in business analytics?

Part B

(5 × 5 = 25)

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

11. (a) Explain the role of information in decision-making.

Or

- (b) Discuss how Management Information system supports planning activities in organizations.

12. (a) Write short note on Strategic Information System.

Or

- (b) Differentiate between open and closed systems with examples.

13. (a) What are the advantages and disadvantages of computers?

Or

- (b) Differentiate between batch processing and online processing.

14. (a) Write short note on Marketing Information System.

Or

- (b) What are the functions of material information system?

15. (a) Explain the components of Decision Support System.

Or

- (b) Explain the Functions of Business Process Outsourcing.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Structure of Management Information System.
 17. Explain the various categories of information systems and how they contribute to organizational success.
 18. Enumerate the importance of database management in MIS.
 19. Describe the role and responsibilities of a System Analyst in system design and development.
 20. What are the differences between Decision Support Systems and Management Information system?
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S-2753

Sub. Code

23BBA5E1

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. List out any two modes of digital advertising.
2. What is POEM in digital marketing?
3. What is A/B testing?
4. What is search engine marketing?
5. What is influencer advertising?
6. What is lead generation?
7. What is review in online marketing?
8. What is word of mouth?
9. What is text mining?
10. What is customer lifetime value?

Part B

(5 × 5 = 25)

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

11. (a) Explain 6 m framework.

Or

(b) List out the challenges in digital marketing.

12. (a) Explain mobile marketing.

Or

(b) Explain the content creation process in detail.

13. (a) Explain how you can sell your product on social media.

Or

(b) Write down the steps to building successful social media marketing.

14. (a) Explain influencer marketing.

Or

(b) List out the salient features of co-marketing.

15. (a) List out the importance of analytics in digital space.

Or

(b) Explain how you will measure the effectiveness of a campaign?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. List out the difference in traditional and digital marketing.
 17. Differentiate on page and off page search engine optimization.
 18. Explain the steps to generate lead in social media.
 19. Explain how ratings and reviews reflect on sales.
 20. Explain the types of data capturing.
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S-2754

Sub. Code

23BBA5E2

B.B.A. DEGREE EXAMINATION, APRIL 2026

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. What are the primary objectives of industrial relations?
2. Write down the causes of poor industrial relations.
3. Point out the differences between Lock-out and Lay-off.
4. What are the penalties for instigation of illegal strikes?
5. When can an employer forfeit an employee's right to Gratuity?
6. Write a note on occupational diseases.
7. What is a Joint Management Council?
8. Define grievance. Why do grievance arise?
9. List out the major central trade union organizations.
10. What is Trade Union Rivalry?

Part B

(5 × 5 = 25)

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

11. (a) What do you mean by Industrial Relations? Outline the factors influencing IR in the changing environment.

Or

- (b) Explain the roles of different participants in the industrial relation system.

12. (a) Discuss the role of conciliation officer in settlement of Industrial dispute.

Or

- (b) Define lay-off and retrenchment. State the rules regarding payment of compensation to a workman who is laid off?

13. (a) State the provisions of the Factories Act with regard to safety of the workers.

Or

- (b) What are the circumstances under which the employer is not liable to pay compensation for injury to a workman?

14. (a) What is the need for collective bargaining? List out the essentials for a successful collective bargaining.

Or

- (b) Bring out the significance of workers' participation in management.

15. (a) Elaborate the role of trade unions in maintaining industrial peace.

Or

- (b) What are the types of primary unions functioning in India? Discuss their features

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Give a detailed account of the various approaches to Industrial Relations citing suitable examples.
17. Discuss the causes and consequences of industrial disputes in our country. What strategies would you suggest for its settlement?
18. Discuss the salient features of the Employees' Provident Fund and Miscellaneous Provisions Act, 1952.
19. Elaborate the various forms of Workers Participation in Management available in Indian Industrial Organizations.
20. Briefly describe the growth and development of trade unions in India prior to independence.
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S-2755

Sub. Code

23BBA5E3

B.B.A. DEGREE EXAMINATION, APRIL 2026

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 leasing.
2. Mention any two types of lease accounts.
3. What is hire purchase?
4. Define factoring.
5. State any two functions of a factor.
6. What is venture capital?
7. What is meant by credit rating?
8. Define consumer finance.
9. What are mutual funds?
10. Mention any two advantages of mutual funds.

Part B

(5 × 5 = 25)

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

11. (a) Explain the concept and significance of credit rating.

Or

- (b) Describe various sources of consumer finance.

12. (a) Discuss the role of crypto currency in the modern financial system.

Or

- (b) Explain the meaning, types, and functions of mutual funds.

13. (a) Discuss the challenges faced by financial service providers in India.

Or

- (b) Explain the concept and types of digital payments.

14. (a) Compare and contrast leasing and hire purchase.

Or

- (b) Differentiate between factoring and consumer finance.

15. (a) Discuss the advantages and disadvantages of investing in mutual funds.

Or

- (b) Discuss the role of SEBI in regulating the capital market.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain in detail the concepts, features, and types of leasing. Compare leasing with hire purchase.
 17. Define factoring and discuss its functions, advantages, and limitations in financial services.
 18. Explain the concept of venture capital and credit rating. Discuss their importance in promoting entrepreneurship and investment.
 19. Discuss the meaning, types, functions, and advantages of mutual funds, with examples from the Indian financial market.
 20. Write a detailed note on digital payments and cryptocurrency, explaining their types, benefits and challenges in the Indian context.
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S-2756

Sub. Code

23BBA6C1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Entrepreneur.
2. Mention any five traits of an entrepreneur.
3. What is focus group survey?
4. Define capital budgeting.
5. What do you mean by Business plan development?
6. Give the meaning of cost – benefit analysis.
7. What is meant by Start – up India?
8. State the objective of ASPIRE Scheme.
9. Define the term industrial sickness.
10. What do you mean by rehabilitation of business?

Part B

(5 × 5 = 25)

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

11. (a) What are the different types of entrepreneurs?

Or

- (b) Distinguish between entrepreneur and entrepreneurship.

12. (a) Explain the role of creativity in the selection of products.

Or

- (b) State the features of Trademarks.

13. (a) Write a note on Technical analysis.

Or

- (b) How to deal with the initial problems of setting up of enterprises?

14. (a) Discuss the role of women entrepreneurs in economic development.

Or

- (b) Explain the role of EDI.

15. (a) State the problems faced by sick industries.

Or

- (b) What are the preventive measures to be taken to avoid industrial sickness?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the factors affecting entrepreneurship.
 17. Explain the functions of customer advisory boards.
 18. What are the steps involved in the project formulation? Explain.
 19. Describe the various Government schemes for women entrepreneurs.
 20. Discuss the main causes of industrial sickness.
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S-2757

Sub. Code

23BBA6C2

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

SERVICES MARKETING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define service.
2. What is service blueprint?
3. What do you mean by physical evidence?
4. Give the meaning of service promotion.
5. What is known as demand for services?
6. Define capacity planning.
7. What do you mean by service quality?
8. Define the term service performance gap.
9. Give some examples for financial services.
10. What are hospitality services?

Part B

(5 × 5 = 25)

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

11. (a) State the characteristics of services.

Or

(b) Give a brief classification of services.

12. (a) What are the pricing strategies adopted for services?

Or

(b) Describe the factors influencing distribution of services.

13. (a) State the problems in services supply.

Or

(b) Discuss the important internal marketing strategies of services.

14. (a) How to resolve the gap in services?

Or

(b) Write a note on customer relationship management.

15. (a) Describe the suitable marketing strategies for health services.

Or

(b) Explain the principles to be adopted for effective marketing of professional services.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. What are the steps involved in designing a service?
 17. Explain the elements of service marketing mix.
 18. Describe the process of service market segmentation.
 19. Discuss in detail about SERVQUAL model.
 20. Analyse the key aspects in marketing of educational services.
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S-2758

Sub. Code

23BBA6C3

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

PRODUCTION AND MATERIALS MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define production management.
2. What is meant by process planning?
3. Define plant layout.
4. Give some examples for industries using straight line layout.
5. Define method study.
6. Give the meaning of allowance.
7. What is Integrated materials management?
8. Define EOQ.
9. What is dynamic purchasing?
10. Give the meaning of import substitution.

Part B

(5 × 5 = 25)

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

11. (a) Explain the scope of production management.

Or

- (b) What are the different types of product design?

12. (a) List out and explain the factors influencing the plant layout.

Or

- (b) How to arrange various service facilities in a layout?

13. (a) Describe work sampling techniques.

Or

- (b) Explain the different types of inspection.

14. (a) State the functions of inventory.

Or

- (b) List out the advantages of inventory control.

15. (a) Discuss the importance of purchasing.

Or

- (b) What are the criteria used for evaluating vendors?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different types of production.
 17. Describe the principles of a good layout.
 18. What are the various types of control charts? Explain.
 19. Explain the concept of MRP.
 20. Discuss the procedure of purchasing.
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S-2759

Sub. Code

23BBA6E1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

Elective – CONSUMER BEHAVIOUR

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Consumer behaviour.
2. What is Consumer research?
3. Define Consumer motivation.
4. Name the five levels in Maslow's hierarchy of needs.
5. What is cognitive learning?
6. Define Consumer Attitude.
7. What is meant by Opinion leadership?
8. Define Group Dynamics.
9. What is Post-purchase evaluation?
10. Define Innovation in consumer behaviour.

Part B

(5 × 5 = 25)

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

11. (a) Explain the nature and scope of Consumer behaviour with suitable examples.

Or

- (b) Compare and contrast e-buying behaviour with brick-and-mortar buying behaviour.

12. (a) Explain the characteristics of motivation in Consumer behaviour.

Or

- (b) Explain the process of arousal of motives and its significance in consumer behaviour.

13. (a) Describe the main features of the Freudian theory of personality.

Or

- (b) Explain the stages of the perceptual process with suitable examples.

14. (a) Discuss the consumer socialization process.

Or

- (b) Describe sub-cultural influences on consumer behaviour.

15. (a) Explain the concept of diffusion of innovation with suitable examples.

Or

- (b) Describe the reasons for resistance to innovation among consumers.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss Market segmentation strategies for consumer markets with relevant examples.
 17. Analyze the impact of types of involvement on consumer decision-making.
 18. Discuss the functions performed by attitudes and their significance in consumer behaviour.
 19. Examine the determinants of social class and their impact on Consumer Behaviour.
 20. Illustrate how a consumer goes through the decision-making process when purchasing a laptop.
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S-2760

Sub. Code

23BBA6E2

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

Elective – INNOVATION MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Innovation Management.
2. Why is innovation important?
3. What is creative focus?
4. Give the meaning of brainstorming.
5. What is positioning?
6. Define TQM.
7. What do you mean by market share?
8. Give examples of competitive marketing strategy.
9. State the need for technical innovation.
10. What is known as efficiency?

Part B

(5 × 5 = 25)

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

11. (a) State the features of innovation.

Or

(b) Describe the different types of innovation.

12. (a) Distinguish between traditional and creative thinking.

Or

(b) Write a note on self-awareness.

13. (a) Briefly explain the different types of process innovation.

Or

(b) Discuss the importance of packaging innovation.

14. (a) How to create customer value?

Or

(b) In what ways, the profitability ratio can be increased?

15. (a) Describe the significance of technical innovation.

Or

(b) How does technical innovation increase productivity and efficiency?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the barriers of innovation.
 17. Discuss in detail about the group creative techniques.
 18. Describe the stages of new product development.
 19. Suggest some strategies to be adopted to enter new markets.
 20. List out and explain the features of technical innovation.
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S-2761

Sub. Code

23BBA6E3

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

**Elective – SECURITY ANALYSIS & PORTFOLIO
MANAGEMENT**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define investment.
2. State two objectives of investment.
3. Name any two portfolio evaluation models.
4. Name the two types of security markets.
5. Expand SENSEX and NIFTY.
6. List any two stock exchanges in India.
7. What does SEBI stand for?
8. Define risk in investment.
9. What is fundamental analysis?
10. Define market efficiency.

Part B

(5 × 5 = 25)

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

11. (a) Explain the objectives and classification of investment.

Or

- (b) Describe the steps for calculating SENSEX and NIFTY.

12. (a) Discuss the components and significance of fundamental analysis.

Or

- (b) Explain the concept of bond immunization and its importance.

13. (a) Explain the P/E ratio or earnings multiplier approach.

Or

- (b) Discuss the different types of risk in investment.

14. (a) Describe Gordon's model with its assumptions and limitations.

Or

- (b) Explain the Walter model of equity valuation.

15. (a) Explain the structure and functions of SEBI.

Or

- (b) Differentiate between primary and secondary markets with examples.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the functions, structure and regulatory role of SEBI in the Indian capital market.
 17. Discuss the components of fundamental analysis and explain how economic, industry and company analysis are carried out?
 18. Discuss in detail the types of risk in investment and the methods for measuring risk and return.
 19. Explain the Walter model and Gordon's model of equity valuation, highlighting their assumptions and limitations.
 20. Explain the meaning, objectives and classification of investment. Discuss the difference between investment and speculation with examples.
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S-2762

Sub. Code

23BBA6E4

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

**Elective – FUNDAMENTALS OF LOGISTICS
MANAGEMENT**

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define logistics.
2. What is supply chain management?
3. What is meant by customer service?
4. Define the term procurement.
5. Mention the forces driving globalization.
6. What is the need for Integrated logistics?
7. Define warehousing.
8. Give the meaning of Express logistics.
9. What is meant by point of sale data?
10. Define Artificial Intelligence.

Part B

(5 × 5 = 25)

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

11. (a) Describe the history of Logistics.

Or

(b) State the benefits of logistics.

12. (a) Why is customer retention needed?

Or

(b) Discuss the critical issues in logistics outsourcing.

13. (a) How to organize global logistics?

Or

(b) Discuss the financial issues in logistics.

14. (a) List out the advantages of efficient transportation system.

Or

(b) What are the methods of pricing in courier?

15. (a) Describe the application of GPS in logistics management.

Or

(b) Briefly explain the benefits of Electronic Data Interchange.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the different types of logistics.
 17. Discuss about the critical issues in logistics outsourcing.
 18. What are the different modes of transportation in global logistics? Explain.
 19. Explain in detail about the categorization of consignment.
 20. Explain the uses of informatics in logistics management.
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S-2763

Sub. Code

23BBA6E5

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

Elective – E-BUSINESS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is e-business?
2. What are the two uses of the website?
3. What is CRM?
4. Write any two e-commerce platform for selling products.
5. What is financial fraud?
6. Write any two-security protection, given by the E-Commerce company.
7. What is a web auction?
8. What is B2B?
9. What are the macro environment factors affecting the e-business?
10. Define business ethics.

Part B

(5 × 5 = 25)

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

11. (a) Explain the uses of the internet.

Or

- (b) What are the infrastructures needed for e business?

12. (a) Explain Customer Relationship Management (CRM) software.

Or

- (b) Describe Enterprise Resource Planning (ERP) software.

13. (a) Explain the protective measures taken by virtual shop to protect customer payment.

Or

- (b) What are the security threads faced by the customers while purchasing through online?

14. (a) Explain how block post help to marketing a product online.

Or

- (b) Explain the e-business strategy for marketing.

15. (a) Describe the impact of the international environment on e-business.

Or

- (b) Describe the business plan for implementing e-business.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the value chain. Describe the functions of websites.
 17. Explain the web-based tools for a business.
 18. What are the security measures implemented by the E-Commerce companies to protect customers from security threads?
 19. Discuss some web portals related to e-commerce and explain its functions.
 20. Write a note on legal and technology environment.
-

S-2764

Sub. Code

23BBA6E6

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

Elective – STRATEGIC MANAGEMENT

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Strategic Management.
2. Give the definition of Mission.
3. What is environmental appraisal?
4. What do you mean by Value Chain Analysis?
5. State the grand strategies.
6. Define the term strategic choice.
7. What do you mean by functional tactics?
8. Give the definition of strategic control.
9. What is corporate social responsibility?
10. Define business ethics.

Part B

(5 × 5 = 25)

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

11. (a) Explain the different levels of strategy.

Or

- (b) Write a note on Strategic Intent.

12. (a) Describe Strategic Advantage Profile (SAP).

Or

- (b) What is SWOT Analysis? Explain in detail.

13. (a) Describe the BCG Model.

Or

- (b) Explain the Hofer's matrix.

14. (a) State the importance of strategic implementation.

Or

- (b) Briefly explain the components of behavioural implementation.

15. (a) Why is corporate social responsibility important?

Or

- (b) How does business ethics play a role in strategic management?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the strategic management process.
 17. Describe the Porter's 5-forces model.
 18. Discuss the strategic alternatives at business level.
 19. Explain in detail about Mc Kinsey 7-S Framework.
 20. Discuss the Balance Score Card approach.
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S-2765

Sub. Code

23BBA6S1

B.B.A. DEGREE EXAMINATION, APRIL 2026

Sixth Semester

Business Administration

QUANTITATIVE APTITUDE

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. A number when divided by 114, leaves remainder 21. If the same number is divided by 19, find the remainder.
2. Divide the number 455 in the ratio 4: 3.
3. If 6 men or 8 women can do a piece of work in 17 days, how many days will 10 men and 6 women take to complete the work?
4. A car travels at an average speed of 5050 mph. How long will it take for the car to travel 12.5 miles? Give your answer in minutes.
5. How much money will be required to buy 250, Rs.15 shares at a discount of Rs.1.50?

6. A sum of money amounts to Rs.1,200 after 5 years at a simple interest rate of 4% per annum. Find the principal amount.
7. The body weight of six boys is recorded as 54 kg, 64 kg, 75 kg, 67 kg, 45 kg and 91 kg. What is the average body weight of all six boys?
8. A grocer mixes two varieties of rice costing Rs. 15 per kg and Rs.20 per kg in the ratio 2:3. What is the price per kg of the resulting mixture?
9. Two circles intersect each other such that each circle passes through the center of the other. If the distance between their centers is 12, what is the radius of each circle?
10. The area of a rectangular carpet is 63400 cm². Express its area in square meters.

Part B

(5 × 5 = 25)

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

11. (a) If A, B and C started a business by investing Rs. 1,26,000, Rs. 84,000 and Rs. 2,10,000. If at the end of the year profit is Rs. 2,42,000, then what will be the share of each?

Or

- (b) The salaries A, B, C are in the ratio 2:3:5. If the increments of 15%, 10% and 20% are allowed respectively in their salaries, then what will be new ratio of their salaries?

12. (a) A and B can complete a job in 12 days. After working together for 4 days, A leaves and B completes the remaining work in 15 days. How many days would A take to complete the job alone?

Or

- (b) A man went to his office on cycle at the rate of 10 km/hrs. and reached late by 6 minutes. When he increased the speed by 2 km/hrs., he reached 6 minutes before time. What is the distance between his office and his departure point?
13. (a) A person bought 30 dozen of eggs at the rate of Rs. 2.5 per egg and in the transportation 30 eggs broke he sold the remaining at the rate of Rs. 45 per dozen. Find his total profit / loss percentage.

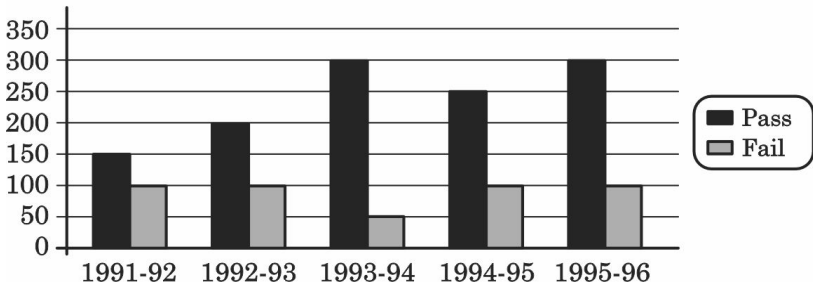
Or

- (b) A person invests Rs. 5,508 in 4% stock at Rs. 102. He afterwards sells out at Rs. 105 and reinvests in 5% stock at Rs. 126. What is the change in his income?
14. (a) In a survey among 140 students, 60 likes to play videogames, 70 likes to play indoor games, 75 likes to play outdoor games, 30 play indoor and outdoor games, 18 like to play video games and outdoor games, 42 play video games and indoor games and 8 likes to play all types of games. Use the Venn diagram to find
- (i) students who play only outdoor games
 - (ii) students who play video games and indoor games, but not outdoor games.

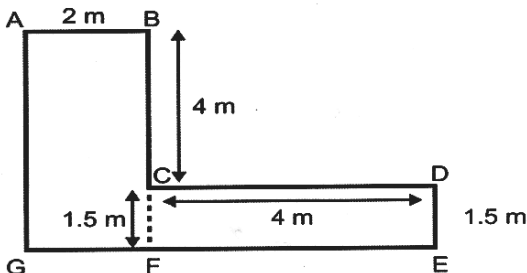
Or

- (b) Examine the graph below carefully and answer the following questions. The graph depicts the results of a school's students.

Result in a School



- (i) Which year has the smallest difference between the number of kids who passed and those who failed?
- (ii) In the last five years, what was the average number of kids who failed in school?
- (iii) How many times have the same number of kids failed?
15. (a) Find the perimeter and area of the figure given below in which all corners are right angles.



Or

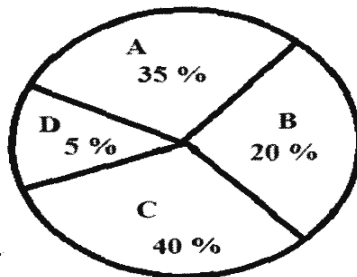
- (b) In a building there are 24 cylindrical pillars. The radius of each pillar is 28 cm and height are 4 m. Find the total cost of painting the curved surface area of all pillars at the rate of Rs. 8 per m^2 .

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. 12 men and 20 women working together 8 hrs. a day complete a certain work in 90 days while 24 men and 10 women working together 12 hrs. a day complete the same work in 48 days. Find in how many days will 9 men and 9 women working together 10 hrs. a day complete the same work.
17. A policeman sighted a robber from a distance of 300 m. The robber also noticed the policeman and started running at 8 km/hr. The policeman also started running after him at the speed of 10 km/hr. Find the distance that the robber would run before being caught.
18. Find the compound interest on a sum of Rs. 1,00,000 at the rate 12% per annum for $2\frac{1}{2}$ years when the interest is compounded (a) annually, (b) half yearly, (c) quarterly (d) monthly.
19. The below pie chart shows the sales of four different types of articles in a shop. Study the pie chart below and answer the questions that follow:



- (a) What is the central angle of type A?
- (b) If the total sale is 1200, what is the sale of B?
- (c) What is the difference between the central angle of C and D?
20. The internal measures of a cuboidal room are $12\text{ m} \times 8\text{ m} \times 4\text{ m}$. Find the total cost of white washing all four walls of a room, if the cost of white washing is Rs. 5 per m^2 . What will be the cost of white washing if the ceiling of the room is also white washed?
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