

**C-3672**

**Sub. Code**

**80614**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**First Semester**

**INTERNATIONAL BUSINESS MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Give the meaning of International Business.
2. Distinguish between Internal and International trade.
3. Expand SAARC and SAPTA.
4. Give your understanding on “International Monetary System”.
5. Describe FEMA.
6. Outline the features of Euro currency market.
7. Give the salient features of UR agreement.
8. Write down the merits of Mergers.

9. Mention some of the international trade payment terms.
10. Present the export promotion measures of Indian Government.

**Part B** (5 × 5 = 25)

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

11. (a) Why go international?

Or

- (b) Describe International Business Environment.

12. (a) What are the advantages of trade barriers?

Or

- (b) Why balance of payment is vital for a country?

13. (a) Classify exchange rates.

Or

- (b) Bring out the functions of World Bank.

14. (a) Outline the features of ASIAN Development Bank.

Or

- (b) Expand UNIDO. Spell out the functions of UNIDO.

15. (a) Find out the advantages of SEZs.

Or

- (b) Identify the major problems of India's export sector.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain any one theory of International Trade.

Or

- (b) Identify the causes of deficit in Balance of Payments.

17. (a) Expand IDA. Describe the role and functions of IDA.

Or

- (b) Identify and analyse the factors which affect International Investment.

18. (a) Analyze the merits of Globalization.

Or

- (b) Write a detailed note on FEMA.

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**C-3654**

**Sub. Code**

**80613/  
84713**

**B.B.A. DEGREE EXAMINATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**First Semester**

**MANAGEMENT PROCESS**

**(Common For (B.B.A. (S & LM/B.B.A. (L & S))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define business.
2. What is sole trader?
3. Define management.
4. What do you meant by management process?
5. What is the meaning for planning?
6. Mention the main objective of decision making.
7. What is span of control?

8. Define recruitment.
9. What is the purpose of directing?
10. What is budget?

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the importance of business organization.

Or

- (b) Explain about co-operative organizations.

12. (a) Mention the scope of management process.

Or

- (b) Explain the roles of manager.

13. (a) Explain the steps in planning.

Or

- (b) State the various types of decisions.

14. (a) Explain the various types of organization.

Or

- (b) Explain about line and staff relationship.

15. (a) Explain the purpose of directing.

Or

- (b) State about control process.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the various forms of business organisation.

Or

- (b) Explain the evolution of management theory.

17. (a) Explain the objectives and policies of planning.

Or

- (b) Briefly explain the various sources of recruitment.

18. (a) Explain about budget and budgetary controls.

Or

- (b) Explain the various requirements of a successful business organization.
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**C-3656**

**Sub. Code**

**80615/84715**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**First Semester**

**MATHEMATICS FOR MANAGEMENT – I**

**(Common for B.B.A., (S&L.M.)/B.B.A. (L&S))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. If  $A = \{2, 3, 4, 5\}$   $B = \{4, 5, 6, 7\}$   $C = \{6, 7, 8, 9\}$ , find
  - (a)  $A \cup B$
  - (b)  $A \cup C$ .
2. What is a Venn Diagram?
3. The 6<sup>th</sup> term of an AP is 6 and the 16<sup>th</sup> term is 14. What is the 27<sup>th</sup> term?

4. The 1<sup>st</sup> term of a GP is 64 and the 5<sup>th</sup> term is 4. If the sum of all terms is 128. What is the common ratio?
5. Define ratio.
6. List out the scope of statistics.
7. Define Median.
8. Find the arithmetic mean of first 10 even natural numbers.
9. What are the components of Time Series?
10. If the wholesale price index for week 1 is 200 and for week 2 is 250 then rate of inflation.

**Part B**

(5 × 5 = 25)

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

11. (a) Let  $P = \{a, b, c, d\}$   $Q = \{b, d, f\}$   $R = \{a, c, c\}$  verify that
  - (i)  $(P \cup Q) \cup R = P \cup (Q \cup R)$
  - (ii)  $(P \cap Q) \cap R = P \cap (Q \cap R)$

Or

(b) If  $A = \begin{bmatrix} 7 & 3 & -5 \\ 0 & 4 & 2 \\ 1 & 5 & 4 \end{bmatrix}$  and  $B = 3A$ ;  $C = B + 2A - 5I$ .

Find matrix D such that  $D = 2A + B - C$ .



12. (a) Which term of the  $AP : 21, 18, 15, \dots$  is  $-81$ ? Also is any term 0? Give reason for your answer.

Or

- (b) Find the sum of  $GP : 1, 2, 4, 8, \dots$  Up to the 10<sup>th</sup> term.
13. (a) Give a detailed note on Diagrammatic presentation of data.

Or

- (b) Explain in detail about the methods to be employed types of enquires.
14. (a) Find (i) the mean (ii) the median (iii) the mode of this set of data. 5, 6, 2, 4, 7, 8, 3, 5, 6, 6.

Or

- (b) Calculate and interpret the correlation coefficient of the two variables below.

Person	Hand	Height
A	17	150
B	15	154
C	19	169
D	17	172
E	21	175

15. (a) Calculate index numbers from the following data by simple aggregate method taking prices of 2000 as base.

Commodity		A	B	C	D
Price per unit	2000	80	50	90	30
(in rupees)	2001	95	60	100	45

Or

- (b) What are the factors that are considered in the calculation of CPI?

**Part C** (3 × 10 = 30)

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

16. (a) In a survey of 500 students of a college, it was found that 49% liked watching football, 53% liked watching hockey and 62% liked watching basketball. Also, 27% liked watching football and hockey both, 29% liked watching basketball and hockey both and 28% liked watching football and basket ball both. 5% liked watching non of these games.

- How many students like watching all the three games?
- Find the ratio of number of students who like watching only football to those who like watching only hockey.
- Find the number of students who like watching only one of the three given games.
- Find the number of students who like watching at least two of the given games.

Or

(b) Find the inverse of the following matrices.

(i)  $\begin{bmatrix} 2 & 3 \\ 5 & -7 \end{bmatrix}$

(ii)  $\begin{bmatrix} 2 & -3 \\ 4 & -1 \end{bmatrix}$

(iii)  $\begin{bmatrix} a & b \\ c & d \end{bmatrix}$

(iv)  $\begin{bmatrix} -1 & -2 & 3 \\ -2 & 1 & 1 \\ 4 & -5 & 2 \end{bmatrix}$

17. (a) If the 3<sup>rd</sup> and the 9<sup>th</sup> terms of an A.P are 4 and -8 respectively, then which term of this A.P is zero.

Or

(b) What are the advantages of Graphical presentation of Data? Explain with suitable example.

18. (a) Calculate and analyze the correlation coefficient between the number of study hours and the number of sleeping hours of different students.

Number of study hours : 2 4 6 8 10

Number of sleeping hours : 10 9 8 7 6

Or

- (b) Give a detailed account on methods on measuring with suitable example.

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**C-3673**

**Sub. Code**

**80623**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**FUNDAMENTALS OF LOGISTICS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How customer service helps to logistics companies?
2. Mention few logistics challenges faced by e-commerce companies.
3. List down the different types of vessels and aircrafts.
4. What is LCL?
5. Expand the term CONCOR.
6. Who are stevedores?
7. Define the term unitization.

8. What are the different types of packaging materials?
9. What is meant by LIS?
10. Define RFID.

**Part B**

(5 × 5 = 25)

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

11. (a) What are the functions of logistics?

Or

- (b) Explain the different phases in customer service.

12. (a) Describe the 7R's of logistics.

Or

- (b) Write a brief note on carriage of goods by sea.

13. (a) Discuss the functions of ICD.

Or

- (b) Explain the various documents required in logistics.

14. (a) What are the strategic issues in global logistics?

Or

- (b) Explain the process of designing a package.

15. (a) Explain the method of ABC costing.

Or

- (b) Describe the principles of LIS.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss in detail about the phases of customer service in logistics.

Or

- (b) Describe the types of vessels also explain the ocean freight rate and its calculation method.

17. (a) Explain about shipping intermediaries in detail.

Or

- (b) Describe about the major ports in India.

18. (a) Give an account on the following :
- (i) Forces driving global logistics
  - (ii) Barriers in globalization.

Or

- (b) Discuss in detail about the LIS.
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**C-3658**

**Sub. Code**

**80624/84724**

**B.B.A. DEGREE EXAMINATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**ECONOMICS FOR EXECUTIVES**

**(Common for (B.B.A. (S & LM)/B.B.A. (L & S))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

**(10 × 2 = 20)**

Answer **all** questions.

1. Mention any two objectives of a Firm.
2. Define demand.
3. Define the production function.
4. Point out any two uses of the breakeven point.
5. Define pricing.
6. What is a monopoly?
7. Define marginal productivity.



8. What is capitalism?
9. What is inflation?
10. Define social accounting.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the social responsibilities of business.

Or

- (b) Bring out the factors influencing the elasticity of demand.

12. (a) Describe the factors influencing production.

Or

- (b) State the advantages of the breakeven point.

13. (a) Mention the features of perfect competition.

Or

- (b) How to determine the price in a monopoly market?

14. (a) How to fix the price for labour and capital?

Or

- (b) Describe Hawleys risk theory.

15. (a) What are the rights and duties of public utilities?

Or

(b) Distinguish between statutory corporation and Government company.

**Part C** (3 × 10 = 30)

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

16. (a) Elucidate the factors influencing demand.

Or

(b) Enumerate the price elasticity of demand with an example.

17. (a) State the assumption used in the law of diminishing returns.

Or

(b) Outline the different classifications of markets.

18. (a) Explain the characteristics of inflation.

Or

(b) Describe the steps taken by the Government to control monopoly in India.

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**C-3659**

**Sub. Code**

**80625/84725**

**B.B.A. DEGREE EXAMINATION**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Second Semester**

**MATHEMATICS FOR MANAGEMENT — II**

**(Common for (B.B.A. (S & LM)/B.B.A. (L & S))**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Explain the steps of Operation Research.
2. List out the applications of Operation Research in management.
3. What is meant by Transportation problem?
4. What is the difference between Transportation and Assignment Problem?
5. What is queuing theory problem?
6. What is meant by Game Theory?

7. What is the difference between slack and float?
8. What is meant by Crash programme?
9. The precedence relations and duration (in days) of activities of a project network are given in the table. The total float (in days) of activities  $e$  and  $f$ , respectively, are

Activity	Predecessors	Duration (days)
a	-	2
b	-	4
c	a	2
d	b	3
e	c	2
f	c	4
g	d, e	5

10. What is meant by Critical Path?

**Part B** (5 × 5 = 25)

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

11. (a) Give the assumption and advantages of LPP.

Or

- (b) Solve the following problem graphically :

Minimize and Maximize  $Z = 3x + 9y$

Subject to constraints :

$$x + 3y \leq 60$$

$$x + y \geq 10$$

$$x \leq y$$

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

12. (a) When a basic feasible solution of an  $(m \times n)$  transportation problem is said to be non-degenerate?

Or

- (b) Find the optimal solution for the assignment problem with the following cost matrix.

		Area			
		1	2	3	4
Salesman	<i>P</i>	11	17	8	16
	<i>Q</i>	9	7	12	6
	<i>R</i>	13	16	15	12
	<i>S</i>	14	10	12	11

13. (a) A machine owner finds from his past records that the maintenance costs per year of a machine whose purchase price is Rs. 8000 are as given below.

Year :	1	2	3	4	5	6	7	8
Maintenance cost :	1000	1300	1700	2200	2900	3800	4800	6000
Resale price :	4000	2000	1200	600	500	400	400	400

Determine at which time it is profitable to replace the machine.

Or

- (b) Give a detailed note on replacement of equipment that Deteriorates gradually.
14. (a) Elaborate the rules in constructing a network.

Or

- (b) Consider the project given below and construct a network diagram. Sequence of Activities for Building Construction Project.

Activity	Description	Predecessor
A	Purchase of land	-
B	Preparation of building plan	-
C	Level or clean the land	A
D	Register and get approval	A, B
E	Construct the building	C
F	Paint the building	D

15. (a) For a particular project, eight activities are to be carried out. Their relationship with other activities and expected durations are mentioned in the table below.

Activity	Predecessors	Duration (days)
a	-	3
b	a	4
c	a	5
d	a	4
e	b	2
f	d	9
g	c, e	6
h	f, g	2

The critical path for the project is?

Or

- (b) Explain about the steps involved in probability of completion of project.

**Part C**

(3 × 10 = 30)

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

16. (a) Explain the formulation of the Linear Programming Model.

Or

- (b) A plant manager has four subordinates, and four tasks to be performed. The subordinates differ in efficiency and the tasks differ in their intrinsic difficulty. This estimate of the times each man would take to perform each task is given in the effectiveness matrix below.

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

How should the tasks be allowed, one to a man, so as to minimize the total man hours?

17. (a) Find solution of game theory problem using dominance method.

Player A \ Player B	$B_1$	$B_2$	$B_3$	$B_4$
$A_1$	3	5	4	2
$A_2$	5	6	2	4
$A_3$	2	1	4	0
$A_4$	3	3	5	2

Or

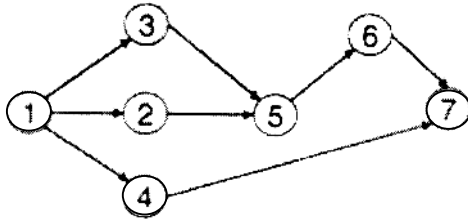
- (b) Explain the types of Replacement problem with illustration.

18. (a) What is the difference between PERT and CPM? Explain with illustration.

Or

- (b) Consider the following PERT network :

The optimistic time, most likely time and pessimistic time of all the activities are given in the table below.



Activity	Optimistic time (days)	Most likely time (days)	Pessimistic time (days)
1-2	1	2	3
1-3	5	6	7
1-4	3	5	7
2-5	5	7	9
3-5	2	4	6
5-6	4	5	6
4-7	4	6	8
6-7	2	3	4

The critical path duration of the network (in days) is?



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**80632**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**BUSINESS COMMUNICATION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Define Business Communication.
2. What is Oral Communication?
3. What is business letters?
4. What is Quotation?
5. What is Agenda?
6. What is Minutes?
7. Write a short note on reports.
8. Write a short note on committee.
9. What is memo?
10. What is circular?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the essentials of business communication?

Or

- (b) Explain the various types of communication.

12. (a) Describe the functions of business letters.

Or

- (b) List out the layout of business letters.

13. (a) Describe the contents of agenda.

Or

- (b) What are the steps involved in preparation of minutes?

14. (a) What are the various kinds of reports?

Or

- (b) State the objectives of business reports.

15. (a) Explain the concept of short speeches.

Or

- (b) What are the various types of memo?

**Part C**

(3 × 10 = 30)

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

16. (a) Enumerate the various methods of communication.

Or

- (b) Write the barriers of communication in detail.

17. (a) What are the kinds of business letters?

Or

- (b) Elucidate the different types of advertising.

18. (a) What are the steps involved in report preparation?

Or

- (b) What are merits of various devices?
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**C-3675**

**Sub. Code**

**80633**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**PRODUCTION AND MATERIAL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Give the meaning of Production Management.
2. What is Routing?
3. Define Maintenance.
4. What is Time Study?
5. Define materials handling.
6. What is Vendor Rating?
7. Expand FSN.
8. List any two duties of a Storekeeper.
9. Define Benchmarking.
10. What is the need for ISO 9000 quality system?

**Part B**

(5 × 5 = 25)

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

11. (a) Describe any two types of Plant Layouts.

Or

- (b) Identify the factors which influence Scheduling.

12. (a) Specify the types of Material Handling equipment.

Or

- (b) Spell out the steps involved in the Procedure for Motion Study.

13. (a) Outline the principles of Materials Management.

Or

- (b) Spell out the steps involved in the purchasing procedure.

14. (a) A ship building firm uses rivets at a constant rate of 20,000 numbers per year. Ordering costs are Rs. 30 per year. The rivets cost Rs. 1.50 per number. The holding cost of rivets is estimated at 12.5% of unit cost per year. Determine the EOQ.

Or

- (b) What is Re-order Point? What is Safety Stock?

15. (a) Give the benefits of Quality Control.

Or

- (b) Write down the objectives of TQM.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the scope of Production Management.

Or

- (b) Analyze the factors which influence the Location of the Plant.

17. (a) Name the explain the factors which affects the selection of material handling equipment.

Or

- (b) Give the procedure for importing goods in India.

18. (a) Enlist the advantages and disadvantages of ABC analysis.

Or

- (b) How do you address the following questions regarding inspection activities? Explain your answer.

(i) How much to inspect and how often?

(ii) Where to inspect in a process?

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**C-3676**

**Sub. Code**

**80635**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**CUSTOMS PROCEDURES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Who is a Customs Officer?
2. Bring out the precautions to be taken by persons acquiring notified goods.
3. What do you mean by "Intimated Place"?
4. What are notified goods?
5. What is meant by levy?
6. What is Customs duty?
7. Name any two main export items of India.

8. What is meant by Exportation?
9. Give your understanding on 'Goods in Transit'.
10. What is Warehouse?

**Part B** (5 × 5 = 25)

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

11. (a) Identify the different classes of Officers of Customs.

Or

- (b) Spell out the powers of Customs Officers.

12. (a) Describe Illegal Import.

Or

- (b) What are the particulars of the transport voucher required to be prepared under sub-section (6) of Section 11C should contain?

13. (a) How do you pay Customs Duty?

Or

- (b) How do you apply for Advance Ruling?

14. (a) Elaborate the provision for Arrival of Vessels and Aircrafts in India under Customs Act, 1962.

Or

- (b) Write a note on 'Clearance of goods for Exportation'.

15. (a) Mention the periods for which goods may remain in warehouse.

Or

- (b) Identify the goods eligible for drawback.



**Part C**

(3 × 10 = 30)

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

16. (a) Write a detailed note on “Appointment of Customs Ports, Airports, Warehousing Stations, etc.”

Or

- (b) Give the particulars of Voucher under section 11F.

17. (a) Enumerate the types of Customs Duty.

Or

- (b) Bring out the salient features of Authority for Advance Ruling.

18. (a) Write a detailed note on “Delivery of Export Manifest or Export Report”.

Or

- (b) Describe ‘Licensing of Private Warehouses’.

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**C-3677**

**Sub. Code**

**80636**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**TAXATION LAW AND PRACTICES**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is meant by previous year?
2. What is Tax avoidance?
3. Who is a resident?
4. Define 'Salaries' under the income tax act.
5. Define the term 'Business'
6. State the meaning of short term capital gain.
7. Who pays indirect tax?
8. Write any two powers of CBDT.

9. Define 'goods'.
10. What do you mean by excise?

**Part B**

(5 × 5 = 25)

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

11. (a) Differentiate direct and indirect taxes.

Or

- (b) State the procedure followed in computing the total income of an assessee.

12. (a) Mr. Krishnan has a house property in Gudiyatham which was used by him for self residence. He got transfer to Chennai on 31.12.2015. From 1.1.2016, the house was let out to a tenant on a monthly rent of Rs. 3,500. Its municipal valuation was Rs. 43,200 and fair rental value was Rs. 42,600. Find the gross annual value for the assessment year 2016–17.

Or

- (b) Mr. Baiju resides in Jaipur, Basic salary Rs. 4,000 per month. D.A. Rs. 2,000 per month (50% forms part of salary). HRA Rs. 3,000 per month (rent paid Rs. 2,500). During the previous year, he achieved a turnover of Rs. 2,25,000. He gets 4% commission on turnover. Compute the taxable HRA.

13. (a) Explain 'Deemed profits' u/s 41.

Or

- (b) Mrs. Ramya had bought residential house on 1.1.2006 for Rs. 3,00,000. She spent Rs. 75,000 for its renovation on 8.12.2009. She sold the same on 15.2.16 for Rs. 12,50,000 for which she had paid a brokerage of Rs. 10,000. Compute capital gain.

14. (a) Discuss the powers of director general of Income tax.

Or

- (b) What are the main features of VAT?  
15. (a) What are the objectives of excise duty?

Or

- (b) Differentiate between advalorem and specific duties.

**Part C** (3 × 10 = 30)

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

16. (a) Explain the basis of charge of Income Tax.

Or

- (b) Explain briefly the various fully exempted allowances payable to employees.  
17. (a) The net profit of Mr. Sundar of Chidambaram as per his profit and loss account for the year ended 31<sup>st</sup> March 2016 after debiting the following expenses was Rs. 72,000 :

Donation Rs. 3,000; Interest on capital Rs. 6,000; Provision for income tax Rs. 4,800; Provision for bad debts Rs. 3,000; Other expenses Rs. 900; Salary to staff Rs. 43,800; Depreciation Rs. 5,100.

Allowable depreciation as per I.T. rule is Rs. 3,600.

Find out his income from business for the assessment year 2016–17.

Or

- (b) Mr. Chand purchased a house for Rs. 2,20,000 in 1981 – 82 and paid Rs. 27,000 as registration expenses. He sold the house on 30.6.2015 for Rs. 28,00,000. The market value of this house on 16.5.1996 was Rs. 12,00,000. Calculate the capital gain for AY 2016–17.
18. (a) What do you mean by customs duty? Discuss the scope and its significance.

Or

- (b) Explain the exemptions and concessions given to SSI units for excise duty purpose.
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**C-3678**

**Sub. Code**

**80637**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Third Semester**

**RETAIL ENVIRONMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Who is a Retailer?
2. List any two retail marketing strategies.
3. What is Retail Life Cycle?
4. How do you define a business model?
5. What is Strategic Planning?
6. State the purpose of strategic retail planning.
7. Identify the drivers of Retail change in India.
8. Expand FDI.

9. What is Global Retailing?
10. What do you mean by Retail Strategy?

**Part B**

(5 × 5 = 25)

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

11. (a) Give reasons for studying Retailing.

Or

- (b) Write down the special characteristics of retailing.

12. (a) What is Retail According Theory?

Or

- (b) Identify the elements of a Retail Business Model.

13. (a) Sketch out the Strategic Retail Planning Process.

Or

- (b) What are the levels of consumer decision-making?

14. (a) Write a note on 'The Changing face of retailing with special reference to India'.

Or

- (b) Give reasons for the growth of Retailing in India.

15. (a) Explain any two global retailing strategies.

Or

- (b) Specify the factors that affect Global retailing.

**Part C**

(3 × 10 = 30)

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

16. (a) Discuss the functions of Retailing.

Or

- (b) Present the emerging trends in Retailing.

17. (a) Elaborate the Wheel of Retailing Theory.

Or

- (b) Elucidate the Process of Consumer Decision-making.

18. (a) Sketch out the evolution of Indian Retail.

Or

- (b) Identify the challenges faced by the retailers.
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**C-3679**

**Sub. Code**

**80643**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**FINANCIAL MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Give the meaning of Business Finance.
2. State the importance of Financial Management.
3. What is meant by Cost of Capital?
4. What is Financial Leverage?
5. Give your understanding on Capital Structure.
6. What is Dividend?
7. Write down the objectives of Cash Management.
8. What is Credit Policy?

9. Define Capital Budgeting.
10. List any two advantages of Rate of Return Method.

**Part B** (5 × 5 = 25)

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

11. (a) What is Financial Management? Outline the objectives of Financial Management.

Or

- (b) What are financial decisions?

12. (a) State the importance of Cost of Capital.

Or

- (b) A company issued 1000, 7% preference shares of Rs. 100 each at a premium of 10% redeemable after 5 years at per. Computer the cost of Preference Capital.

13. (a) Find out the factors that influence Capital Structure.

Or

- (b) What are the various types of dividend policies?

14. (a) Discuss the importance of working capital.

Or

- (b) Present the motives for holding cash.

15. (a) Describe the nature of Capital Budgeting.

Or

- (b) A projection cost Rs. 5,00,000 and yields annually a profit of Rs. 80,000 after depreciation at 12% p.a. but before tax of 50%. Calculate the payback period.

**Part C**

(3 × 10 = 30)

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

16. (a) Identify the various sources of finance.

Or

- (b) A firm has the following capital structure and after-tax costs for the different sources of funds used :

Sources of funds	Amount (Rs.)	Proportion (%)	After-tax cost (%)
Debt	15,00,000	25	5
Preference shares	12,00,000	20	10
Equity shares	18,00,000	30	12
Retained Earnings	15,00,000	25	11
Total	<u>60,00,000</u>	<u>100</u>	

You are required to calculate the weighted average cost of capital.

17. (a) The installed capacity of a factory is 600 units. Actual capacity used is 400 units. Selling price per unit is Rs.10. Variable cost is Rs. 6 per unit, calculate the operating leverage in each of the following three situations :
- (i) When fixed costs are Rs. 400
  - (ii) When fixed costs are Rs. 1,000
  - (iii) When fixed costs are Rs. 1,200.

Or

- (b) Identify and analyze the various determinants of dividend policy.

18. (a) Name and explain the various determinates of dividend policy.

Or

- (b) A project requires an investment of Rs. 5,00,000 and has a scrap value of Rs. 20,000 after five years. It is expected to yield profits after depreciation and taxes during the five years amounting to Rs.40,000, Rs.60,000, Rs.70,000, Rs.50,000 and Rs.20,000. Calculate the average rate of return on the investment.
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**C-3680**

**Sub. Code**

**80644**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**ADVERTISING AND SALES PROMOTION**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Enlist any two advantages of Direct Mail Advertising.
2. What do you mean by Transportation Advertising?
3. What is an Advertising Agency?
4. Define Slogan.
5. What is Typography?
6. What is Campaign Planning in advertising?
7. List any two differences between Recruitment and Selection.

8. Define Training.
9. What is meant by 'Persuasion'?
10. Give your understanding on 'Personal Selling'.

**Part B** (5 × 5 = 25)

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

11. (a) Bring out the Objectives of Advertising.  

Or

(b) Mention some of the merits of Radio Advertising.
12. (a) Explain any two methods for setting an advertising budget.  

Or

(b) What are the various types of advertisement copies?
13. (a) Write down the principles of a good layout.  

Or

(b) Describe any two types of advertising layouts.
14. (a) Spell out the merits of internal sources of recruitment.  

Or

(b) Bring out the benefits of Training.
15. (a) Describe the importance of Sales Promotion.  

Or

(b) Write the objectives of Personal Selling.

**Part C**

(3 × 10 = 30)

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

16. (a) Write down the merits and demerits of Newspaper Advertising.

Or

- (b) Analyze the different types of appears used in advertising.

17. (a) Design a Layout with suitable examples.

Or

- (b) Elucidate the various types of sales quotas.

18. (a) Name and explain the various sales promotion methods.

Or

- (b) Enumerate the various types of Salesman.

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**C-3681**

**Sub. Code**

**80645**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**IT SKILLS**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Write down the various of Windows 2000.
2. Can you still use Windows 7 after 2020.
3. What are the basic units of MS Word?
4. What is a Table in MS Word?
5. What do you mean by Format?
6. What is Cell in Excel?
7. What is the significance of Outline view?
8. What is a slide?



9. List any two disadvantages of using MS Access.
10. Name the types of queries used in MS Access.

**Part B**

(5 × 5 = 25)

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

11. (a) Outline the features of MS Office.

Or

- (b) How do you install Microsoft Office?

12. (a) What are the types of MS Word?

Or

- (b) Bring out the uses of MS Word.

13. (a) Identify the features of Excel.

Or

- (b) Enumerate the types of Excel Graphs.

14. (a) How do you merge PowerPoint Presentations without losing formatting?

Or

- (b) How do you import a template into PowerPoint?

15. (a) How to modify tables in MS-Access?

Or

- (b) How to create form in MS-Access?

**Part C**

(3 × 10 = 30)

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

16. (a) What are IT Skills? Elaborate.

Or

(b) Enumerate the components of MS Office.

17. (a) How do you create Word document?

Or

(b) How to do calculation in Excel?

18. (a) How do you create a PowerPoint presentation?

Or

(b) Bring out the features of MS Access.

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**C-3682**

**Sub. Code**

**80646**

**B.B.A. DEGREE EXAMINATION**

**LOGISTICS AND SHIPPING**

**APRIL 2021 EXAMINATION**

**&**

**APRIL 2020 ARREAR EXAMINATION**

**Fourth Semester**

**SUPPLY CHAIN AND DISTRIBUTION MANAGEMENT**

**(2019 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. Give your understanding on Supply Chain Management.
2. Define Logistics.
3. Define Distribution Network.
4. Name any two types of industrial goods.
5. Mention any two modes of transportation.
6. Write down the principles of Transportation.
7. What does transportation include?
8. How does supply chain add value?

9. List any two benefits of Transit Operation Software.
10. What is intermodal Freight Transportation?

**Part B**

(5 × 5 = 25)

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

11. (a) State the importance of Supply Chain Management.

Or

- (b) Describe Value Chain.

12. (a) Outline the features of distribution network.

Or

- (b) What are the types of consumer products?

13. (a) Describe the role of transportation in Logistics.

Or

- (b) Show the measures of Performance in the context of Supply Chain Management.

14. (a) What are the factors that affect transportation cost?

Or

- (b) Identify the measures that can be used in Transportation Benefit-Cost Analysis.

15. (a) State the importance of Fleet Management.

Or

- (b) Give some examples of Transportation Technology.

**Part C**

(3 × 10 = 30)

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

16. (a) Narrate the evolution of Supply Chain Management.

Or

- (b) Discuss the functions of logistics.

17. (a) Classify distribution network designs.

Or

- (b) List and explain the factors to be considered while choosing the most suitable mode of transport.

18. (a) Discuss the functions of Transportation.

Or

- (b) How does a fleet management system work?
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