C–7017	Sub. Code
	11F

COMMON FOR ALL U.G. DEGREE COURSES EXAMINATION, NOVEMBER 2022

First Year — First Semester

Part I — FRENCH

(2016 to 2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   La capitale de la France C'est ————— (Berlin/Paris)

2.   Pour saluer le matin ————— (Bonfour/Merci)

3.   Pour Lundi en englose ————— (Tuesday/Monday)

4.   Nous ————— (I/we)

5.   Name two monuments in France ?

6.   Why is Paris is known as "VILLE LUMIERE"?

7.   What is the currency of France ?

8.   Why is the flag of France called "Tricolore"?

9.   Why is France referred to as the "Hexagone"?

10.   Ecrivez les nombres en lettres :

    (a)   100 —————

    (b)   200 —————

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

Answer **all** questions.

11. (a) Ecrivez les jours de la remanie.

OU

(b) Ecrivez les mois de l'annee.

12. (a) Conjuguez le verbe "etre".

OU

(b) Conjuguez le verbe "avoir".

13. (a) Conjuguez le verbe "Rester".

OU

(b) Conjuguez le verbe "S"appler.

14. (a) Lister deractio en français.

OU

(b) Liste hors saison en français.

15. (a) Enumerer Cinq Legumes en français.

OU

(b) Enumerer Cinq fruits en français.

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

Answer **all** questions.

16. Ecrivez les nombres

(a) 1 to 25

OU

(b) 25×50

2   **C–7017**

17. (a) Decrit un paya "france".

OU

(b) Ecrivez dix couleurs en française.

18. (a) Presente toi en minimum 03 paragraphe.

OU

(b) Decrivez votre jeu préféré au minimum 03 paragraphe.

———————————

C–7017

U.G. DEGREE EXAMINATION, NOVEMBER 2022

First Year/First Semester

Part I – Hindi

STORY, NOVEL, GRAMMAR AND TRANSLATION – I

(Common for all U.G. Degree Courses/First Semester)

(2016 to 2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

सभी प्रश्नों के उत्तर संक्षेप में लिखिए।

1.   आनन्दी ने लालबिहारी की क्या शिकायत की थी?

2.   रामू की माँ ने क्यों पंडितजी के पैर पकड़े?

3.   लहनासिंह ने नकली लपटन को कैसे पहचाना?

4.   मोहनलालजी महतो 'वियोगी' का संक्षिप्त परिचय दीजिए।

5.   उदयभानुलाल और कल्याणी के बीच झगड़ा क्यों हुआ?

6.   निर्मला से रुक्मणि का व्यवहार कैसा था?

7.   नयनसुखराम ने तोताराम को क्या सलाह दिया?

8.   कृष्णा की शादी किससे हुई ? और क्यों?

9. लिंग बदलिए।

    (a)   मालिक   (b)   कवि

    (c)   ठाकुर   (d)   विधवा

10. वचन बदलिए

    (a)   लड़की   (b)   आँख

    (c)   जू   (d)   माला

Part B   (5 × 5 = 25)

सभी प्रश्नों के उत्तर दीजिए।

11. (a)   बेनिमाधव सिंह से श्रीकंठ का व्यवहार कैसा था?

        या

    (b)   मिसरानी का चरित्र–चित्रण कीजिए।

12. (a)   'उसने कहा था' – इस कहानी में किसने किससे क्या कहा था?

        या

    (b)   'पाँच मिनट' कहानी का संदेश क्या है?

13. (a)   मंसाराम की मृत्यु का जिम्मेदार कौन हैं? स्पष्ट कीजिए।

        या

    (b)   भुवनमोहन सिन्हा ने क्यों आत्महत्या कर लिया?

14. (a)   सियाराम साधू के जाल में कैसे फँस गया?

        या

    (b)   रंगीलीबाई का चरित्र–चित्रण कीजिए।

C–7018

15. (a) सर्वनाम किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

या

(b) पुल्लिंग से स्त्रीलिंग बनाने के नियमों को उदाहरण सहित समझाइए।

Part C (3 × 10 = 30)

सभी प्रश्नों के उत्तर विस्तार से लिखिए।

16. (a) प्रायश्चित कहानी का सारांश लिखकर विशेषताएँ बताइए।

या

(b) निर्मला का चरित्र-चित्रण कीजिए।

17. (a) संज्ञा किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

या

(b) विशेषण की परिभाषा देकर उसके भेदों को सोदाहरण समझाइए।

18. (a) पाँच मिनट कहानी का सारांश लिखिए।

या

(b) अंग्रेजी में अनुवाद कीजिए।

वही समाज श्रेष्ठ है और वही राष्ट्र सुखी है जिसकी जनता का चरित्र अच्छा हो। आज के बालक कल के नागरिक हैं। इसलिए उनके चरित्र का निर्माण करना समाज और राष्ट्र का पहला कर्तव्य है।

3   C–7018

मैं पिताजी की बहुत इज़्ज़त करता था। मैं उन्हें बल, साहस और होशियारी की मूर्ति समझता था और दूसरों के मुकाबले में उन्हें बहुत ही ऊँचा और बढ़ा–चढ़ा पाता था।

कौए के संबन्ध में एक रोचक कथा है। कहते है, एक बार वह कोयल का बाना धारण करके चारों ओर लोगों की आँखों में धूल झोंकता फिरा। कई मास ऐसे ही बीते। जब वसंत आया, तो असली कोयल ने तो पंचम स्वर में गाना आरंभ कर दिया, पर कोयल चुप रहा।

———————

C–7018

C–7021		Sub. Code
		21F

B.Sc./B.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

Second Year — Second Semester

Part I — FRENCH

(Common for All UG Degree Courses)

(2016 to 2018 onwards)

Duration : 3 Hours　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Comment vas-tu?

2. Ça fait longtemps, comment vas-tu?

3. Comment t'appelles-tu?

4. Je m'appelle Peter. Comment t'appelles-tu?

5. Quel est ton numéro de téléphone?

6. J'aimeraist'appeler. Quelest ton numéro de téléphone ?

7. Quel âge as-tu?

8. Tudoisavoir 21 ans pour rentrerici. Quelâge as-tu ?

9. D'où venez-vous?

10. Voussemblezêtrebritannique. D'oùvenez-vous?

Answer **all** questions.

11. (a) enumerer 05 legumes en francais.

Ou

(b) Lister 05 fruits en francais.

12. (a) Ecrire la saison en francais.

Ou

(b) Ecrire les instruction en francais.

13. Ecrire les noms de pays en francais :
    (a) (i) India
        (ii) Japan
        (iii) China
        (iv) Italy
        (v) Rome.

Ou

    (b) (i) Denmark
        (ii) London
        (iii) Australia
        (iv) Europe
        (v) Sweden.

14. Ecrire des nombres en francais :
    (a) (i) 100
        (ii) 200
        (iii) 300
        (iv) 400
        (v) 500.

Ou

C–7021

(b) (i) 50

(ii) 65

(iii) 70

(iv) 80

(v) 90.

15. (a) Ecrire les membres de la famille en francais.

Ou

(b) Ecrire les joursd'unesemaine en francais.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Ecrire des alphabets en francais.

Ou

(b) Ecrire les mois de l'annee en francais.

17. (a) Ecrivez les nombres de 1 a 25 en francais.

Ou

(b) Ecrivez les nombres de 25 a 50 en francais.

18. (a) Presentetoi en francais.

Ou

(b) Expliquervotrevillenatale en francais.

————————

3 C–7021

U.G. DEGREE EXAMINATION, NOVEMBER 2022

Second Year/Second Semester

Part I – Hindi – II

HINDI II — PROSE, GRAMMAR AND TRANSLATION – II

(Common for all U.G. Degree Courses)

(2016 to 2018 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

सभी प्रश्नों के उत्तर संक्षेप में लिखिए।

1. वह कौन–सी वस्तु है जो विभिन्नता में एकता बनाये हुए हैं?

2. घृणा और भय में क्या सम्बन्ध है?

3. लेखक ने रजिया को अंतिम बार किस रूप में देखा?

4. 'मक्रील' कहानी की भाषा पर प्रकाश डालिए।

5. 'बहता पानी निर्मला' पाठ का निष्कर्ष क्या है?

6. गाँधीजी के प्रधान सिद्धांत क्या है?

7. यात्रा के कौन–कौन तरीके हैं? वे क्या है?

8. भारत के सम्बन्ध में गाँधीजी की कल्पना क्या थी?

9. चुड़िहारिन के पेशे में क्या विशेषतायें होनी चाहिए?

10. घृणा किस प्रकार की मनोवृत्ति है और यह किसके लिए सिरजी गयी है?

Part B (5 × 5 = 25)

सभी प्रश्नों के उत्तर लिखिए।

संदर्भ सहित व्याख्या कीजिए।

11. (a) हमारी सामूहिक चेतना ऐसे नैतिक आधार पर ठहरी हुई है, जो पहाड़ों से भी मजबूत, समुद्रों से भी गहरी और आकाश से भी अधिक व्यापक है।

या

(b) कौन नहीं जानता कि वही विष, जो प्राणों का नाश कर सकता है, प्राणों का संकट भी दूर कर सकता है।

12. (a) और गोरे चेहरे तो मिले हैं, किंतु इनकी आँखों में जो एक अजीब किस्म का नीलापन दिखा, वह कहाँ?

या

(b) समीप खड़ी एक युवती को देख, भद्रता से टोपी छूते हुए उसने पूछा, 'आप भी इसी होटल में ठहरी हैं'।

13. (a) 'जनाब, अपना बोरिया-बिस्तर समेटिका और ज़रा चलते-फिरते नज़र आइये' यह आप का अपमान नहीं है।

या

(b) वे झोपड़ियों में रहते, नंगे पैर चलते, एक धोती-भर पहनते।

व्याकरण

14. (a) अपूर्ण क्रिया से क्या मतलब है? उदाहरण दीजिए।

या

(b) काल की दृष्टि से क्रिया के भेदों को उदाहरण सहित स्पष्ट कीजिए।

2

C–7022

15. (a) 'ने' विधि का प्रयोग समझाइए।

या

(b) संभाव्य भविष्यत् काल किन अर्थों में प्रयुक्त होता है?

Part C (3 × 10 = 30)

सभी प्रश्नों के उत्तर दीजिए। उत्तर विस्तार से हो।

16. (a) 'जीवन में घृणा का स्थान' पाठ का सारांश लिखिए।

या

(b) 'राष्ट्रपिता महात्मा गाँधी' पाठ का सारांश लिखिए।

17. (a) 'क्रिया विशेषण' किसे कहते हैं? अर्थ के अनुसार इसके कितने भेद हैं? उदाहरण सहित समझाइए।

या

(b) 'कारक' किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

18. हिन्दी में अनुवाद कीजिए।

(a) Many people say that the climate of England and that of Kodaikanal are almost the same. You do not have as much heat at Kodaikanal, as you have at Ooty during the day-time. The temperature at night is also not so cold as at Ooty. The natural scenery of Kodaikanal is just like that of England. But on account of better travel facilities more people go to Ooty. Hence there is more calm at Kodaikanal than at Ooty.

या

3 C–7022

(b) Everyone has a right to have enough good food to eat, if he earns it by his work. Here the state has a great responsibility. It must try to find food for all the people, to be sold at prices which they can afford to pay. The Government should, therefore, try to improve food production by helping the farmers in many ways.

_____

4

C–7022

**B.Com/B.B.A. DEGREE EXAMINATION,
NOVEMBER 2022**

First Semester

Common for B.Com (BFS&I) / BBA(IB)

Part I – வணிகக் கடிதங்கள்

(Non-CBCS – 2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

பகுதி அ $(10 \times 2 = 20)$

அனைத்து வினாக்களுக்கும் விடையளி.

1. வணிக கடிதங்கள் என்றால் என்ன?

2. வணிக மடலின் அடிப்படைக் கூறுகள் யாவை?

3. விண்ணப்பக் கடிதங்களின் வகைகள் யாவை?

4. கருத்துரைக் காட்டும் கடிதங்கள் என்றால் என்ன?

5. முனைவு என்றால் என்ன?

6. ஆணையுருக்கள் என்றால் என்ன?

7. இறக்குமதி வணிகம் என்றால் என்ன?

8. முகமைக் கடிதங்கள் என்றால் என்ன?

9. வங்கி கடிதங்கள் என்றால் என்ன?

10. செயலர் கடிதம் வரையும் போது தவிர்க்கப்பட வேண்டியவை யாவை?

அனைத்து வினாக்களுக்கும் விடையளி.

11. (அ) வணிக கடிதத்தின் முக்கியப் பணிகளை விவரி.

(அல்லது)

(ஆ) தகவல் தொடர்பின் பிரச்சினைகள் (அல்லது) தகவல் தொடர்பின் தடைகள் பற்றி விவரி.

12. (அ) விண்ணப்பக் கடிதத்தின் பொருளடக்கம் பற்றி விவரி.

(அல்லது)

(ஆ) விளம்பரம் கொடுக்கப்படாத காலியிடத்திற்கான விண்ணப்பக் கடிதம் வரைக.

13. (அ) வசூல் கடிதம் அல்லது தண்டல் மடல்கள் பற்றி விளக்குக.

(அல்லது)

(ஆ) கணக்கறிக்கை ஒன்றை இணைத்து எழுதும் கடிதம் வரைக.

14. (அ) ஏற்றுமதி வணிகம் பற்றி விவரி.

(அல்லது)

(ஆ) காப்பீட்டு மடல்கள் என்றால் என்ன? காப்பீட்டின் அடிப்படைக் கூறுகள் பற்றி விவரி.

15. (அ) செயலாண்மை மடல்கள் பற்றி விவரி.

(அல்லது)

(ஆ) நடைபெறவிருக்கும், இயக்குநரவைக் கூட்டத்திற்கான நிகழ்ச்சிநிரல் அனுப்புதல் பற்றி கடிதம் வரைக.

C–7155

அனைத்து வினாக்களுக்கும் விடையளி.

16. (அ) வணிக மடலின் கட்டமைப்பு பற்றி விரிவாக எழுதுக.

(அல்லது)

(ஆ) கடிதம் எழுதுபவர் முன் மனதில் கொள்ள வேண்டிய செய்திகள் பற்றி விவரி.

17. (அ) சரக்கை பெறுவதில் தாமதம் ஏற்படுவது குறித்து புகார் மடல் வரைக.

(அல்லது)

(ஆ) விற்பனையாளர், பார்வை காட்டுமாறு, கோரி வாடிக்கையாளருக்கு எழுதும் மடல் வரைக.

18. (அ) வங்கி மடல்கள் பற்றி விளக்குக.

(அல்லது)

(ஆ) கம்பெனி செயலரின் அறிக்கை தயாரிக்கும் மடல் வரைக.

—————————

C–7155

B.Com./B.B.A DEGREE EXAMINATION, NOVEMBER 2022

First Semester

Part: II -PROSE AND COMMUNICATION SKILLS

(Common for: B.Com (B.FS and I)BBA. (IB))

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** the questions.

1. What is the main theme of the essay A Vision for India?

2. Why do we call bad manners as infections?

3. What other blunders did Leacock commit after leaving the manager's office?

4. What is the main theme of *Sweet for Angels*?

5. What are the dangers of drug abuse?

6. What is the plot of the story *time and the Machine*?

7. We do not ————— fishing ————— our father likes fishing (like, but)

8. Sita ——————— (run) around the house and ——————— (catch) hold of her pet dog.

9. Honest men speak ——————— truth.(use article)

10. The manager ——————— (give) you a ticket.

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

Answer **all** the questions.

11. (a) Write a note on Abdul Kalam's three visions for India.

Or

(b) 'Bring out the main theme of the essay *On Saying Please.*

12. (a) Why is the bank manager annoyed with the narrator in *My Financial Career* by Stephen Leacock?

Or

(b) A narrative analysis of *Time and the Machine.*

13. (a) Elaborate the main character of the story *Sweets for Angels.*

Or

(b) Write briefly on the effects of drug abuse and addiction.

2 **C–7156**

14. (a) Fill in the blanks with the suitable tense forms:

   (i) Roger ———————— at his mother's house since his divorce(stay)

   (ii) How long will the dogs ————————— like that? (bark)

   (iii) I ———————— the football score (not follow). Are we winning?

   (iv) The students ————————— plans for the school party for several weeks (make)

   (v) Rachel ———————— at that studio for very long (not dance)

   Or

   (b) (i) The sun ———————— (set) in the west

   (ii) There ————————— (go) the taxi.

   (iii) He ——————— (do) not go to the temple.

   (iv) That notice ————————— (read) "No Parking"

   (v) ———————— (do) you play tennis.

15. (a) Use appropriate articles in the following sentences.

   (i) Do you have ———————— driver's license?

   (ii) That is ———————— excellent book.

   (iii) Nobody lives on ———————— moon.

   (iv) He loved ————————— elephant this morning.

   (v) He is ———————— honest man

   Or

3

C–7156

(b)   Change the following as directed:

   (i)   The child is eating bananas.(change in to passive)

   (ii)   Who wrote this letter.(change in to passive)

   (iii)   He teaches English.(change in to passive)

   (iv)   A diamond necklace was brought by her.(change in to active)

   (v)   A house is being built by them.(change in to active)

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

   Answer **all** the questions.

16.   (a)   Write a critical essay on *My Financial Career*.

Or

   (b)   Write a narrative analysis of *Time and the Machine*.

17.   (a)   Explain the message which author wants to give in the essay, *On Saying Please*.

Or

   (b)   Write a brief note on dangers of drug abuse.

18.   (a)   Fill in the correct form of the verb:

   (i)   I ——————— (hear) a new song in a radio.

   (ii)   He ————————— (understand) during the class, but now he doesn't understand.

   (iii)   She ——————— (have) a baby in June.

4

C–7156

(iv) You —————— (lose) your keys last week.

(v) I —————— (read) three books last week.

(vi) They —————— (speak) French to the waitress.

(vii) I —————— (forget) to buy some milk.

(viii) They —————— (swim) for 500m.

(ix) At the age of 23, she —————— (become) a doctor

(x) I —————— (give) my mother a sari for Christmas.

Or

(b) Change the following sentences as directed:

(i) Do you live in —————— big house? (use article)

(ii) —————— pen on my desk belongs to ken.(use article)

(iii) She travels to work by train.(identify the verb)

(iv) David sings in the choir (identify the verb)

(v) I have finished the job.(change in to passive)

(vi) Somebody had stolen my purse.(change in to passive)

(vii) May god bless you with happiness. (change in to passive)

(viii) A blue shirt was worn by him. (change in to active)

5

C–7156

(ix)   The job has been finished by me (change in to active)

(x)   A letter is being letter by her (change in to passive)

———————

6

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

International Business

MANAGERIAL ECONOMICS

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is meant by macro economics?

2. Define managerial economics.

3. What do you mean by total outlay?

4. What do you mean by micro economics?

5. Define term economics.

6. What is Cost?

7. Define a market.

8. What are the external economics?

9. List out the objective of the firm.

10. What are the factors of production?

Answer **all** questions.

11. (a) What are the relationship between micro economics and macro economics?

Or

(b) How does managerial economics differ from the traditional economics?

12. (a) What are the Degrees of Price elasticity of demand?

Or

(b) Explain the function of demand.

13. (a) Explain — Income elasticity of demand.

Or

(b) Describe — Cross elasticity of demand.

14. (a) Describe types of Consumption.

Or

(b) What is risk? Explain the risk and uncertanity.

15. (a) Discuss the importance's of time element.

Or

(b) Explain the features of monopoly.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the nature and scope of managerial economics.

Or

(b) What are the features of duopoly?

17. (a) What are the fundamental concepts associated with managerial economics? Explain.

Or

(b) What are the features of Monopoly?

18. (a) Explain the various factors determining the elasticity of demand.

Or

(b) Briefly explain the various costs that are helpful in decision making process.

_____

3 **C–7213**

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

International Business

MANAGEMENT CONCEPTS AND PRACTICES

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   Define – management.

2.   List few internal environments.

3.   What is SWOT analysis?

4.   Define limited decision making.

5.   What is delegation?

6.   List the difference between Line and Staff.

7.   Give examples for off the job training.

8.   Define motivation.

9.   Define Management Control System.

10. What is JIT?

Part B

$(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss the importance of management.

Or

(b) Explain the various functions of management.

12. (a) What is planning? Explain the planning process.

Or

(b) Discuss the different types of management.

13. (a) Explain the process type organization structure with their suitability.

Or

(b) Describe about the various factors affecting decentralization.

14. (a) What is management? Discuss the advantages in management.

Or

(b) Brief- the various facture in Decision making.

15. (a) Explain the Koontz O' Donnell.

Or

(b) Describe about the McFarland.

2   **C–7214**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain in detail the importance of effective controlling in the modern organizations.

Or

(b) Enumerate the contributions of F.W. Taylor to the field of management.

17. (a) Enumerate the importance of recruitment and explain the various steps in recruitment.

Or

(b) What is Departmentation? Explain the different types of Departmentation.

18. (a) Brief the Importance of Directing.

Or

(b) Explain the Importance and limitations of planning and decision making.

————————

3 **C–7214**

C–7215		Sub. Code
		96215

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

First Semester

International Business

ACCOUNTING – I

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is accounting equation?

2.   What is ledger?

3.   Write a short notes on contra entries?

4.   What are the subsidiary books?

5.   What is a receipt and payment account?

6.   What is sinking fund method?

7.   What is fixed asset?

8.   What is consignment?

9.   What is joint venture?

10.   What are the branches of accounts?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) Explain about the bases of accounting.

Or

(b) Record the following transactions in the personal account of Kapil :

2000

Apr.	1	Sold goods to Kapil	6,000
	5	Cash received from Kapil	5,800
		and allowed him discount	200
	18	Kapil purchased goods	8,000
	30	Received cash from Kapil on account	4,500
May	1	Balance from last month b/d	3,500
	12	Sold goods to Kapil	12,000
	22	Received cash from Kapil	4,850
		and allowed him discount	150
	31	Received cash in full settlement of Kapil's account	10,250

12. (a) Explain different kinds of "Cash book".

Or

2   **C–7215**

(b)   Prepare purchase, return book, and sales return book from the following data :

Aug				₹
2012	1	Purchased goods returned to Senthil		205
	3	Received goods returned by Natarajan		300
	5	Goods returned to Kannan		500
	7	Sales returns of ₹ 1,260 by Mathavan		
	15	Returned defective goods to Rajan		1,280
	18	Damaged goods returned by Murali		1,120
	23	Outwards returns to Kanagasabai		275
	29	Inwards returns by Swaminathan		750
	30	Returned inferior goods to Sankar		890
	31	Selvas returned goods to US		1,330

13.   (a)   The bank overdraft of Rajini on 31.12.93 as per cash book is ₹ 90,000. From the following particulars, prepare Bank reconciliation statement.

		₹
(i)	On presented cheque	3,000
(ii)	Uncleared cheque	1,700
(iii)	Bank interest debited in the pass book only	500
(iv)	Bill collected and credited in the pass book only	800
(v)	Cheque of Renu dishonoured	500
(vi)	Cheques issued to Sekar entered in the cash columns of cash book	300

Or

(b)   What are the factors affecting the amount of depreciation?

3   C–7215

14. (a) Distinguish between Joint venture and partnership.

   Or

   (b) Prem consigned 200 boxes of medicines @ ₹ 100 per box to Ram. He incurred the following expenses :

   Insurance ₹ 1,000

   Loading charge ₹ 1,600

   Freight ₹ 1,400

   An account sales was received from Ram which showed that 160 boxes were sold @ ₹ 200 per box. Ram incurred the following expenses :

   Cleaning charges ₹ 1,000

   Godown rent ₹ 400

   Advertisement ₹ 600

   Other selling expenses ₹ 1,000

   Ascertain the value of stock on consignment and show also the relevant entry.

15. (a) From the following details, prepare departmental trading accounts.

	Department A Rs.	Department B Rs.
Opening stock	9,000	8,400
Total purchases	27,000	21,600
Total Sales	42,000	36,000
Closing stock	10,800	4,800
Credit purchases	17,000	10,600
Credit sales	5,000	6,000

   Or

   (b) What are the features of Dependent Branch?

4 C–7215

Answer **all** questions.

16. (a) What are the objectives of accounting?

Or

(b) Rectify the following errors :

(i) Purchases book is carried forward ₹ 350 less

(ii) Sales book total is carried forward ₹ 500 more

(iii) A total of ₹ 758 in the purchases book has been carried forward as ₹ 857

(iv) The total of the sales book ₹ 755 on page 20 was carried forward to page 21 as ₹ 557

(v) Purchase returns book was carried forward as ₹ 5,120 instead of ₹ 1,520.

17. (a) From the following trial balance extracted from the books of Kamalnath. Prepare trading and profit and loss a/c and balance sheet for the year ended 31.12.96.

Debit Balance	₹	Credit Balance	₹
Cash at Bank	2,610	Creditors	4,700
Book Debts	11,070	Discounts	150
Salaries	4,950	Creditors for expenses	400
Carriage inwards	1,450	Returns outwards	2,520
Carriage outwards	1,590	Sales	80,410
Bad debts	1,310	Capital	40,000

5

C–7215

Debit Balance	₹	Credit Balance	₹
Office expenses	5,100		
Purchases	67,350		
Return inwards	1,590		
Furniture and Fixtures	1,500		
Stock	14,360		
Insurance	3,300		
Depreciation on property	1,200		
Freehold property	10,800		
	1,28,180		1,28,180

Adjustments :

(i)   Make provision for doubtful debts at 5%

(ii) Calculate discount on creditors @ 2%

(iii) Office expenses include stationary purchased ₹ 800

(iv) Closing stock Rs. 11,000.

Or

(b) Journalise the following transactions of M/s Radha & Sons M/s Radha & Sons

2000		Rs.
Jan 1	Business started with ₹ 2,50,000 and	
	cash deposited with bank	1,50,000
3	Purchased machinery on credit from Rangan	50,000
6	Bought furniture from Ramesh for cash	25,000
12	Goods sold to Yesodha	22,500
13	Goods returned by Yesodha	2,500
15	Goods sold for cash	50,000
17	Bought goods for cash	25,000

C–7215

2000			Rs.
20	Cash received from Yesodha		10,000
21	Cash paid to Ramola		20,000
25	Cash withdrawn from Bank		50,000
29	Paid advertisement expenses		12,500
30	Bought office stationary for cash		5,000
31	Cash withdraw from bank for personal use of the proprietor		6,250
31	Paid salaries		15,000
31	Paid rent		2,500

18. (a) The following purchases were made by a business house having three departments :

Dept A - 1000 units
Dept B - 2000 units } at a total cost of ₹ 1,00,000
Dept C - 2400 units

Stocks on 1st January were :

Dept A - 120 units

Dept B - 80 units

Dept C - 152 units

Sales were :

Dept A - 1020 units at ₹ 20 each

Dept B - 1920 units at ₹ 22.50 each

Dept C - 2496 units at ₹ 25 each

The rate of gross profit is same in each case. Prepare Departmental trading account.

Or

7

C–7215

(b) From the following details, ascertain the amount of subscriptions to be credited to income and expenditure account for the year 1999.

Subscription received in 1999. ₹ 48,000 which include ₹ 4,000. For 1998 and ₹ 8,000. For 2000 subscriptions due but not received at the end of the year 1999. Were ₹ 20,000 subscriptions received in 1998 in advance for 1999 were ₹ 12,000.

———————

B.B.A DEGREE EXAMINATION, NOVEMBER 2022

First Semester

International Business

BUSINESS COMMUNICATION - I

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is Communication?

2.   What is Sales?

3.   What do you mean by self-development?

4.   What is whole communication?

5.   What is seminar?

6.   What is meant by report writing?

7.   What do you mean by bad News?

8.   What is Courtesy?

9.   What is editing?

10. What do you mean by collection letters?

Part B　　　　　　　(5 × 5 = 25)

Answer **all** questions.

11. (a) State the basic forms of Communication.

Or

(b) Why is audience analysis done? Explain briefly.

12. (a) What are the Contents of Editing?

Or

(b) How do you write an Effective Business Letter?

13. (a) Discuss the individual role of different parties to make a seminar effective.

Or

(b) Write a Proforma of Business Correspondance.

14. (a) Explain the need of report writing.

Or

(b) What are the Steps involved in writing of report?

15. (a) How do you measure the effectiveness of Communications?

Or

(b) Discuss the different types of business planning.

2　　　　　　**C–7216**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the Theories of Communication?

Or

(b) What is meant by Corporate Communication? What are formal and informal Communication Net Works?

17. (a) Discuss briefly characteristics of a successful group discussion.

Or

(b) Business letter- you manage the supply of books in the school library. Write a letter for placing the order for the books to the Vikas Publishing House Ltd. - yourself.

18. (a) Write a letter to the customer service manager of Ganesh Electronics Pvt. Ltd. complaining about a defect in the music system purchased from the store. Sign yourself as Raj.

Or

(b) Business Letter- you wish to do Spanish learning course from the institute 'Learn a Language'. Write a letter to enquire about course details, fees, duration etc. sign yourself as Muthu.

————————

3 | **C–7216**

B.Com./B.B.A DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

அலுவலக மேலாண்மை

Common for B.Com (BFS and I) / BBA (IB)

(2016 onwards)

Duration: 3 Hours　　　　　　　Maximum : 75 Marks

பகுதி அ　　　　　　(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் விடையளி.

1. மேலாண்மை பணிகளின் வகைகள் யாவை?

2. அலுவலக இட திட்டமிடுதலுக்கு மறுபெயர் என்ன?

3. படிவங்கள் எவ்வாறு தரப்படுத்தப்பட வேண்டும்?

4. எழுத்து மூலம் தகவல் தொடர்பு என்றால் என்ன?

5. ஆவணங்களை கோப்பிடும் இரு வழிகள் யாவை?

6. ஒழுங்கான பதிவு பாதுகாத்தலின் மறுபெயர் என்ன?

7. இயந்திரமாக்குதலின் இரு நோக்கங்கள் யாவை?

8. பொறிக் குறியின் மறுபெயர் என்ன?

9. பார்வை சுட்டகராதி மேலும் எவ்வாறு வகைபடுத்தப்படும்.

10. பிழை திருத்தப் பிரதி என்றால் என்ன?

அனைத்து வினாக்களுக்கும் விடையளி.

11. (அ) அலுவலகத்தில் எவ்வாறு விவரங்கள் சேகரிக்கப்படுகின்றன. உதாரணங்கள் கொண்டு விளக்குக.

(அல்லது)

(ஆ) ஒரு சரியான அலுவலக அமைப்புத் திட்டத்தின் முக்கியத்துவம் யாது?

12. (அ) எழுத்து மூலம் தகவல் தொடர்பின் நோக்கங்களை விவரி.

(அல்லது)

(ஆ) அலுவலகத்தின் மையப்படுத்தப்பட்ட அஞ்சல் பணிகளை விவரி.

13. (அ) தரவு செயலாக்கத்தின் பல்வேறு நிலைகளை விவரி.

(அல்லது)

(ஆ) நவீன அலுவலகத்தின் எழுத்துப் பணிகளை விவரி.

14. (அ) அலுவலக இயந்திரங்களை தேர்ந்தெடுப்பதற்கான கோட்பாடுகள் யாவை?

(அல்லது)

(ஆ) புள்ளி விபரங்களைத் தொகுத்தளிக்கும் இயந்திரத்தின் பயன்கள் யாவை?

15. (அ) சுட்டகராதியின் பல்வேறு வகைகள் யாவை?

(அல்லது)

(ஆ) சுருக்கக் குறியீடுகளின் நோக்கம் மற்றும் நன்மைகளை விவரி.

2　　　　　 C–7161

அனைத்து வினாக்களுக்கு விடையளி.

16. (அ) அலுவலக அமைப்புத் திட்டத்தின் கோட்பாடுகளை வெளிக்கொணர்க.

(அல்லது)

(ஆ) உள்வரும் மற்றும் வெளிச்செல்லும் கடிதங்களின் நடைமுறை யாது?

17. (அ) நல்ல கோப்பீட்டு முறையின் முக்கிய அம்சங்கள் மற்றும் அதன் வகைப்படுத்துதல்.

(அல்லது)

(ஆ) அலுவலக இயந்திரங்கள் மற்றும் சாதனங்களின் கோட்பாடுகளை விவரி.

18. (அ) சுட்டகராதி அமைப்பு, நோக்கங்கள் மற்றும் நன்மைகளை விவரி.

(அல்லது)

(ஆ) அலுவலக அறிக்கைகளின் செயலாக்கத்தை விவரி.

_____

B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

Part II – PROSE, EXTENSIVE READING AND COMMUNICATION SKILLS

(Common for B.Com (BFS and I) B.B.A. (IB))

(2016 onwards)

Duration : 3 Hours　　　　　　　Maximum : 75 Marks

Part A　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. How did Luz Long react to Jesse winning the gold?

2. What had happened to Robin Blair?

3. What are the articles the writer forgets most often?

4. What is the theme of Tree Speaks?

5. Define Concord.

6. What were the three questions after which the story is named?

7. Why did the king go to the wise hermit?

8. The two controlling symbols in the story are the eye and heart. What might these two symbols represent?

9. Give the example of how poe creates suspense in the story?

10. Why did Pyecraft take pain to get to know formalyn?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Justify the title *the Tell Tale Heart*.

Or

(b) Describe Lus Long's physique.

12. (a) For whom does the prince send the sapphires and why?

Or

(b) Change into the Indirect Speech.

(i) Gobi said, "That is good book"

(ii) Leela said to, "My father is in this Garden"

(iii) Police enquired, How old are you?

(iv) The teacher ordered, "Shut the door"

(v) John said, wow! What a beautiful building is this.

13. (a) Mention the three ways by which the king helped his enemy a bearded man.

Or

(b) Rewrite as directed:

(i) Chennai is bigger than many other cities in Tamilnadu. (into positive)

(ii) No other writer is as popular as Shakespeare (into superlative)

(iii) Very few cities are as rich as America. (into superlative)

(iv) Whale is the largest sea animal. (into comparative)

(v) He is not taller than me. (into positive)

2 **C–7162**

14. (a) Describe the statue of the happy prince as described in the beginning of the story.

Or

(b) Narrate your own words what you learn about language from the essay the gift of language.

15. (a) Fill in the blanks with appropriate preposition

(i) The police caught the thief _____ the corner of Cascade and plum streets.

(ii) My fingers were injured so my sister had to write the note _____ me.

(iii) My best friend, john is named _____ his great-grandfather.

(iv) You frequently see this kind of violence _____ television.

(v) It's been snowing _____ Christmas morning

Or

(b) Fill in the blanks with concord.

(i) Bread and Butter (is/are) good for health

(ii) A lot of cake (is/are) gone

(iii) Mathematics (is/are) very difficult for some people

(iv) The news (is/are) saddening

(v) Most of the milk (is/are)gone

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

Answer **all** questions.

16. (a) Give the summary of the essay on *The Gift of Language.*

Or

(b) Write an essay on *My Greatest Olympic Prize.*

3   **C–7162**

17. (a) Write an essay on Nehru's view's on *Glory has Departed.*

Or

(b) Give the account of the experience of C.Rajagopalachari *Tree Speaks.*

18. (a) Explain the significance of Edgar Allan Poe's *Tell Tale Heart.*

Or

(b) Write an essay on the usages of concord.

————————

C–7162

B.B.A DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

International Business

APPLIED MACRO ECONOMICS

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is mean by circular flow?

2. Define micro economics.

3. What do you mean by public finance?

4. What you mean by public debt?

5. Define Non tax.

6. What is PI?

7. Define an instrument.

8. What is fiscal policy?

9. What do you mean by Economic Welfare?

10. What do you mean by cost push?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the Functions of Macro Economics.

Or

(b) What are the difficulties in estimation of Economic Welfare?

12. (a) Discuss the general unemployment are impossible.

Or

(b) What are Types of Public Finance?

13. (a) Explain product and expenditure method of computing national income.

Or

(b) Write short note at any Two of the following:

(i) Quantity theory of money.

(ii) Aggregate demand and aggregate supply.

(iii) Friedman's theory of money.

14. (a) Discuss the production creates market demand for goods.

Or

(b) What do you mean by macroeconomics? Explain the different type's macro economics.

15. (a) Discuss the Causes and Effects of Economic Environment.

Or

(b) Discuss the Impact Investment on Economic Development.

2 **C–7217**

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) What are the differences between national income and economics welfare?

Or

(b) Explain in detail the Schumpeter and Solow models of economic growth.

17. (a) Explain the macroeconomics measures undertaken by the government to ensure target accomplishment of level of GDP.

Or

(b) Discuss the role of Monetary Policy to Control Inflation.

18. (a) Explain the factors responsible for Exchange Rate.

Or

(b) Discuss the measurement of national income is difficult take in India.

————————

3 **C–7217**

C–7218	Sub. Code 96224

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

International Business

ACCOUNTING – II

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is super profit method?

2. What do you mean by buy-back of securities?

3. What is dissolution of partnership?

4. What is Purchase consideration?

5. What is Securities premium?

6. What do you mean by Firm underwriting?

7. What do you understand by Alteration of share capital?

8. What is Goodwill?

9. What is Insolvency?

10. What is Liquidation?

Answer **all** questions.

11. (a) Calculate the amount of goodwill at three years purchase of last five years average profits. The profits were :

		Rs.
I Year	–	9,600
II Year	–	14,400
III Year	–	20,000
IV Year	–	6,000
V Year	–	10,000

Or

(b) Explain the method of accounting for amalgamation.

12. (a) A, B and C are partners sharing profits and losses in the ratio of 3:2:1 respectively. The firm was dissolved on 31.12.95 on which date is Balance Sheet was as follows :

Liabilities	Rs.	Assets	Rs.
Capital accounts :		Plant and Machinery	28,500
A	45,000	Stock	25,000
B	5,000	Sundry debtors	25,000
C	5,000	Cash at bank	1,500
A's current a/c	750	B's current a/c	1,000
Sundry creditors	20,000	C's current a/c	2,500
Bills payable	3,500	Profit and Loss a/c	750
A's loan	5,000		
	84,250		84,250

Plant and Machinery realised for Rs.20,000 ; Stock realised Rs.15,000, Debtors realised Rs.21,000 ; Goodwill was sold for Rs.300. The dissolution expenses amounted to Rs.600. C is insolvent and a dividend of 50 paise in the rupee is received from his private estate.

Pass journal entries and prepare ledger accounts to close the books of the firm applying the rule in Garner Vs Murray.

Or

(b) What are the procedures of dissolution a Partnership firm?

13. (a) M Limited issued 10,000 Equity shares of Rs.10 each payable as to :

Rs.2 per share on application

Rs.5 per share on allotment

Rs.3 per share on first and final call.

All money was duly received. Show the necessary journal and cash book entries to record the above transactions.

Or

(b) What are the different methods for the redemption of debentures?

14. (a) The Bharat Ltd. issued 60,000 shares of Rs.100 each. The entire issue was underwritten as follows :

A   –   50%

B   –   30%

C   –   20%

C–7218

In addition, there was firm underwriting as follows :

A – 1000 shares

B – 750 and

C – 500 shares.

The total subscription including firm underwriting was 8,000 shares and the subscription included the following marked applications :

A – 4,500

B – 2,000

C – 750

Find the liability of underwriters.

Or

(b) Distinguish between a share and a debenture.

15. (a) Ram runs a Chemist shop. His net assets on 31st December 2004 amount to Rs.20,00,000. After paying a rent Rs.20,000 a year and salary of Rs.20,000 to the Chemist, he earns a profit of Rs.1,50,000. his landlord who happens to be an expert chemist, is interested in purchasing the shop 12% is considered to be a reasonable return on capital employed. What can Ram can expect as payment for Goodwill?

Or

(b) The Ultra Optimist Ltd. went into liquidation. Its assets realised Rs.3,50,000 excludes amount realised by sale of securities held by the secured creditors. The following was the position.

Share capital 1,000 shares of Rs.100 each Rs.1,00,000 secured creditors (securities realised Rs.40,000) Rs.35,000

C–7218

Preferential creditors Rs.6,000
Unsecured creditors Rs.1,40,000
Debentures having a floating charge on the assets of the company Rs.2,50,000
Liquidator's remuneration Rs.7,500
Liquidation expenses Rs.5,000

Prepare the liquidator's final statement of account.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) A and B are partners sharing profits in the ratio of 3:1. Their Balance Sheet stood as under on 31.3.2004 :

Liabilities		Rs.	Assets		Rs.
Salary due		5,000	Stock		10,000
Creditors		40,000	Prepaid insurance		1,000
Capital			Debtors	8,000	
A	30,000		Less Provision	500	7,500
B	20,000	50,000	Cash		18,500
			Machinery		22,000
			Buildings		30,000
			Furniture		6,000
		95,000			95,000

C is admitted as a new partner including a capital of Rs.20,000 for his $\frac{1}{4}^{th}$ share in future profits.

Following revaluations are made :
(i) Stock be depreciation by 5%
(ii) Furniture be depreciation by 10%
(iii) Building be reduced Rs.45,000
(iv) The provision for doubtful debts should be increased to Rs.1,000. Pass journal entries, prepare Revaluation a/c and Balance Sheet after admission.

Or

5   **C–7218**

(b) Sunil, Devan and Ravi an equal partners in a firm and their Balance Sheet as on 31.12.90 is given below :

Liabilities	Rs.	Assets	Rs.
Capital :		Machinery	43,500
Sunil	15,000	Furniture	1,500
Devan	12,000	Debtors	30,000
Ravi	18,000	Stock	15,000
Reserve	4,500		
Creditors	40,500		
	90,000		90,000

Ravi retired on 31.12.90 and assets were realised as under :

Machinery Rs.51,000, Furniture Rs.1,200, Debtors Rs.28,500, Stock 14,700. Goodwill of the firm is valued at Rs.9,000 and Ravi's share of goodwill is to be adjusted to continuing partners capital accounts.

Give journal entries, prepare necessary ledger accounts and new Balance Sheet.

17. (a) K, L and M were partners sharing profits in the ratio of 5:3:2. They had taken a joint life policy of the face value of Rs.25,000. On 31.3.2011, it's surrender value was Rs.5,000. On his date, the Balance Sheet of the firm stood as under :

Liabilities	Rs.	Assets	Rs.
Sundry Creditors	6,000	Fixed assets	50,000
Expenses outstanding	1,000	Stock	15,000
Reserve	5,000	Book debts	12,000
Capitals		Cash at bank	3,000
K	25,000		
L	20,000		
M	23,000		
	80,000		80,000

C–7218

On this date, L decided to retire and for the purpose :
(i)   Goodwill was valued at Rs.25,000
(ii)   Fixed assets were valued at Rs.60,000
(iii)   Stock was considered as worth Rs.12,000.

L was to be paid through cash brought in by K and M in such a way as to make their capital proportionate to their new profit sharing ratio which was to be $K - \dfrac{3}{5}$ and $M - \dfrac{2}{5}$ Joint life policy is not to appear in the Balance Sheet.

Pass journal entries and prepare Revaluation a/c, Capital a/c and Balance Sheet.

Or

(b)   Bharat Limited was registered with a nominal capital of Rs.5,00,000 in shares of Rs.100 each 3,000 of which were issued for subscription, payable as to Rs.12.50 on application. Rs.12.50 on allotment and Rs.25 three months after the allotment and the Balance to be called up as and when required. All moneys upto allotment were duly received, but as regards the call of Rs.25, a shareholder holding 100 shares did not pay the amount due. Another shareholder who was allotted 150 shares paid the entire amount of the shares.

Show the necessary journal entries to record the above transactions (including cash) and show how these appear in Balance Sheet.

18.   (a)   The following are the balances in the ledger of Mr. Sherif for the year ended 31st March 1996

                                                        Rs.

Opening stock :

Raw materials	20,500
Work-in-progress	3,000
Finished goods	10,800

	Rs.
Purchase of raw materials	50,000
Sales	2,40,000
Fuel and coal	1,000
Wages	32,000
Factory expenses	40,000
Office expenses	30,000
Depreciation on Plant and Machinery	3,000
Closing stock :	
Raw materials	20,000
Work-in-progress	4,000
Finished goods	8,000

Prepare manufacturing and trading account for the year ended 31st March 1996.

Or

(b)   Explain the theory of final account of company.

_____

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Second Semester

International Business

ORGANISATIONAL BEHAVIOUR

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   List the importance of studying OB.

2.   Define motivation.

3.   What is the relationship between power and politics?

4.   List the types of personality.

5.   What do you understand by group dynamics?

6.   Name some theories of learning.

7.   Is a group different from a team? Justify.

8.   What is leadership?

9.   What is work life balance?

10. What is transactional analysis?

Answer **all** questions.

11. (a) Explain the perception process with an illustration.

Or

(b) Explain in detail the various methods of group decision making.

12. (a) Discuss the transactional theory of leadership with an illustration.

Or

(b) What are determinants of organizational culture? Explain.

13. (a) Discuss about the management of conflict.

Or

(b) Explain how contemporary issues in managing teams.

14. (a) Explain the Vrooms expectancy theory.

Or

(b) Describe the Johari window.

15. (a) Briefly describe the classification of groups.

Or

(b) Explain the organizational effectiveness.

C–7219

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) How are group decisions made? How can group decisions be made more effective?

Or

(b) Compare and contrast need hierarchy theory with two-factor theory of motivation.

17. (a) Describe the major challenges and opportunities for organizational behaviour in the era of liberalization.

Or

(b) What are the objectives and characteristics of organizational development? How far is it relevant to India?

18. (a) Discuss the reasons for inter group problems.

Or

(b) Explain the organizational quality of work life.

————————

3

C–7220	Sub. Code
	96227

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

Second Semester

International Business

BUSINESS COMMUNICATION – II

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. Define the term Communication.

2. What is Oral Presentation?

3. What do you mean by Kinesics?

4. Listening is an art. Comment.

5. What is Horizontal Communication?

6. Distinguish between Oral and Written Communication.

7. What is Resume?

8. Specify any two interviewing skills.

9. What do you mean by culture?

10. What is Grapevine?

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

Answer **all** questions.

11. (a) Write short note on principles of Oral Presentation.

Or

(b) Discuss the various factors affecting presentation.

12. (a) Describe the process of Communication in detail.

Or

(b) Write short note on principles of effective listening.

13. (a) Explain upward Communication.

Or

(b) Write short note on role of body language while appearing for interview.

14. (a) Explain the role of internet in Communication.

Or

(b) Explain carbon copy and Blind Carbon copy in email.

15. (a) Language acts as a barrier to communication. Discuss.

Or

(b) Discuss the importance of Communication in business.

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

Answer **all** questions.

16. (a) What is video Conferencing? Explain the merits and demerits of video conferencing.

Or

(b) Describe in detail about barriers to communication.

2   **C–7220**

17. (a) Describe in detail about Formal and Informal Communication.

Or

(b) Discuss the various modern forms of Communication.

18. (a) Write an application with biodata for the post of a sales office for ABC Ltd Company Chennai.

Or

(b) Discuss the role of culture in International business communication.

————————

3   **C–7220**

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022.

Third Semester

International Business

HUMAN RESOURCE MANAGEMENT

(2016 onwards)

Duration : 3 Hours　　　　　Maximum : 75 Marks

Part A　　　　(10 × 2 = 20)

Answer **all** questions.

1. What is called human relations?

2. What is called continuous process?

3. What is called Recruitment?

4. Why People Centered?

5. What is called HR Planning?

6. What is Pervasive Function?

7. What is called Selection?

8. What is called HR Strategy?

9. What is called Compensation?

10. What is called Job Selection?

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

Answer **all** questions.

11. (a) Bring out its scope and importance?

Or

(b) Write the differences between personnel management and human resources management.

12. (a) List out the factors that affects the human resources planning.

Or

(b) List out the forms of employee's inflow.

13. (a) What all are the measures undertaken by the company to retaining the human force.

Or

(b) Why is employee's competency mapping model and what are its associations?

14. (a) What is the meaning of Attrition? What are the ways that has to be handled by the Procurement manager against attrition.

Or

(b) What are the qualities of a HR Manager?

15. (a) What is Collective bargaining and bring out its pros and cons.

Or

(b) What is human resource audit: construct its benefits and purposes.

2

C–7221

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain human resource management approaches and its perspectives in modern era.

Or

(b) What is a human resource management policy, procedures and program, does all those a thing brings the effective operations in the organization.

17. (a) Discuss about human planning strategies and establish the guidelines for the personal demand forecasting.

Or

(b) What are the types of Recruitment and process?

18. (a) Bring out the techniques of employee retention management.

Or

(b) Describe the Objective and Importance's of Compensation.

————————————

3

C–7221

C–7222	Sub. Code
	96232

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

International Business

MARKETING MANAGEMENT

(2016 onwards)

Duration: 3 Hours　　　　　　　　Maximum : 75 Marks

Part A　　　　　　　　(10 × 2 = 20)

Answer **all** questions.

1. Define product.

2. What is consumer insight?

3. What is meant by geographic segmentation?

4. What is meant by marketing?

5. What is called Product Positioning?

6. What is called Market Segmentation?

7. What do you meant by Integrated Marketing Strategies?

8. What do meant by sales promotion?

9. What is channel motivation?

10. What is corporate retailing?

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

Answer **all** questions.

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

Or

(b) Explain the importance's marketing management.

12. (a) Explain the Strategies of product positioning.

Or

(b) Explain the target market strategies.

13. (a) What are the Needs are wants of Marketing?

Or

(b) What is Branding? What are the Steps of Branding?

14. (a) Explain Promotion Mix Strategies.

Or

(b) State that public and ethical issues in direct marketing.

15. (a) Explain the importance of channel of distribution.

Or

(b) State the Nature of Service Marketing.

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

Answer **all** questions.

16. (a) Elaborate the role of an insight in product development and marketing.

Or

(b) Explain the nature and scope of marketing management.

C–7222

17. (a) Briefly Explain the Marketing Strategies of Services Firms.

Or

(b) Explain the different between Personal Selling and Sales Promotion.

18. (a) What is marketing? Explain the objective and Classification of Marketing Communication.

Or

(b) Explain the different types of Marketing Channel.

————————

3 **C–7222**

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

International Business

FINANCIAL MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What are the goals of financial management?

2. How do you classify financial assets?

3. State the meaning of net present value.

4. Write a note on profitability index.

5. What is dividend policy?

6. What is cost of capital?

7. State the meaning of working capital management.

8. Mention any two factors influencing working capital.

9. State the objective of ploughing back of earnings.

10. What do you understand by the term venture capital finance?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What is finance function? Who discharges this finance function and what are its specific responsibilities?

Or

(b) Explain the functions of financial management in detail.

12. (a) Discuss the factors determining the cost of Capital. How do they influence the planning of capital structure?

Or

(b) What is capital rationing? How does it influence capital investment proposal positively?

13. (a) What do you understand by capital structure of a corporation? Discuss the qualities which a sound capital structure possess.

Or

(b) From the following information find out after tax and depreciation:

Estimated life 5 years

Scrap value Rs. 10,000

Profit after tax :

    End of year 1st year   Rs. 6,000

    2nd year   Rs. 14,000

    3rd year   Rs. 24,000

    4th year   Rs. 16,000

    5th year   Nil

C–7223

14. (a) A project costs Rs. 16,000 and is expected to generate cash inflows of Rs. 4,000 each 5 years. Calculate the internal rate of return.

Or

(b) From the following selected data. Determine the degree of operating leverage. Which the company has the greater amount of business risk? Why?

	Company A	Company B
Sales	25,00,000	30,00,000
Fixed costs	7,50,000	15,00,000

Variable expenses as a percentage of sales are 50% for company A and 25% for company B.

15. (a) How is the cost of equity and debt computed? Explain.

Or

(b) Define venture capital. Explain the features of venture capital.

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) ABY company Ltd. Has 1,00,000 shares outstanding the current market price of the share Rs. 15 each. The company expects the net profit of Rs. 2,00,000 during the year and it belongs to a rich class for which the appropriate capitalization rate has been estimated to be 20%. The company is considering dividend of Rs. 2.50 per share for the current year. What will be the price of the share at the end of the year?

(i) If the dividend is paid out

(ii) If the dividend is not paid.

Or

3

C–7223

(b) You are required to calculate the overall cost of capital, from the following capital structure of company.

1,000 12% of preference shares of Rs. 100 1,00,000
each issues at par

10,000 Equity shares of Rs. 10 each 1,00,000
issues at par

5,000 10% debentures of Rs. 100 each 5,00,000
issued at par

12% term loan   2,00,000

Retained earnings   1,50,000

The market price of a equity share is Rs. 30. The next expected dividend is Rs. 3 per share is expected to grow at 10%. The preference share is redeemable after 7 years at par and is currently quoted at Rs. 75 per share. The debentures are redeemable at par after 5 years and are quoted at Rs. 90 per debenture. The tax rate applicable to the company is 40%.

17. (a) What is the need to maintain optimum working capital? Discuss the consequence of inadequate or excess working capital.

Or

(b) Write short note on the following :

(i) Credit policy variables

(ii) Lock box system

(iii) Commercial paper.

18. (a) Discuss the detail the process of selecting investment by venture capitalists.

Or

(b) Explain the various procedures involved in obtaining a term loan.

——————

C–7223

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

International Business

FUNDAMENTALS OF FOREIGN TRADE

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What do you mean by call option and put option?

2. Mention a few benefits of the international trade.

3. What is exchange control?

4. What are terms of trade?

5. What is the basis of trade?

6. Define globalization.

7. What is meant by foreign exchange market?

8. Write a short note on certificate of origin.

9. What is called Foreign Income?

10. What is meant by international trade finance?

Answer **all** questions.

11. (a) Describe various types of tariff.

Or

(b) Describe the procedure of import.

12. (a) Write notes on any two of the following.

(i) Exchange control.

(ii) Dumpling.

(iii) Central excise clearance.

Or

(b) Write an essay on SAFTA and schemes in export and import finance.

13. (a) What are the determinants of international capital flow?

Or

(b) Write explanatory notes on any two of the following :

(i) Working of the foreign trade multiplier.

(ii) Significance of foreign exchange reserves.

(iii) Euro currency markets.

(iv) Changing role of the IMF.

14. (a) Write an explanatory note about NAFTA.

Or

(b) Explain the dispute settlement mechanism of the WTO.

C–7224

15. (a) Describe UNESCO guidelines on International Business.

Or

(b) What are the advantages and barriers to international trade?

Part C (3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the process of custom clearance in India.

Or

(b) Explain the different types of foreign draft and their importance in foreign trade.

17. (a) Discuss various types of non tariff barriers.

Or

(b) Explain the objective and methods of exchange control in India.

18. (a) Discuss the factor proportions theory of international trade.

Or

(b) What are the global repercussions of foreign trade multiplier?

————————

3 **C–7224**

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

International Business

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is called Variables?

2. What do you mean by Economics?

3. What is Arithmetic mean?

4. Define – Median.

5. What is called Dispersion?

6. What is called range?

7. What is meant by Quartile Deviation?

8. What do you mean by Time Series?

9. What is called Multiple Regression?

10. What is called Standard Error?

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

Answer **all** questions.

11. (a) Explain the objective and Scope of statistics in business.

Or

(b) Describe the functions and limitations of organization of data.

12. (a) What are the components of Time Series?

Or

(b) Compute mean median and GM for

Class	0-9	19-20	20-29	30-39
F	8	5	16	14

Class	40-49	50-59	60-69	70-79
F	28	35	8	16

13. (a) Briefly the explain concept absolute.

Or

(b) What are the Qualities of Good Measure of Dispersion?

14. (a) Estimate trend values using the data given below by taking a five yearly moving average.

Year	1	2	3	4	5	6	7	8
Value	27	30	35	24	32	40	27	29

Year	9	10	11	12	13	14	15
Value	58	45	46	53	64	45	70

Or

(b) What are the types of regression?

2   **C–7225**

15. (a) The following are the ranks obtained by 10 students in statistics and mathematics. Find out the rank correlation coefficient.

    Statistics   1 2 3 4 5 6 7

    Mathematics 5 2 6 1 3 7 4

    Or

(b) What are the Types of correlation co-efficient?

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

Answer **all** questions.

16. (a) The yield of wheat and rice per acre for 10 districts of a state is as under:

District	1	2	3	4	5	6	7	8	9	10
Wheat	10	12	16	19	21	16	18	9	25	10
Rice	24	39	22	36	18	17	14	34	20	24

Calculate for each crop.

(i) Range

(ii) Q.D

(iii) Mean Deviation about Mean

(iv) Mean Deviation about Median.

    Or

(b) What are the Functions of Statistics?

17. (a) Briefly the explain objective and uses of time series analysis.

    Or

(b) What are the types of Central Tendency?

3   **C–7225**

18. (a) Find out the secular trend by three year moving average:

Year 2011 2012 2013 2014 2015

Annual value 7 7 19 13 7

Year 2016 2017 2018 2019 2020

Annual value 12 12 17 10 13

Or

(b) What are the types of Dispersion Measures?

———————

4

C–7225

C–7226	Sub. Code 96236

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Third Semester

International Business

FUNDAMENTALS OF BUSINESS TAX

(2016 onwards)

Duration: 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What is widely held company?

2.   Define the term person as per Income Tax Act 1961.

3.   Give the meaning of GST.

4.   Write any two challenges in GST.

5.   What will be "out of GST"?

6.   What is Salary Income?

7.   What is Profession?

8.   Define – Capital Gain.

9.   What is Gross Total Income?

10.   What is HUF?

Part B   (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the exemptions deducted from Salary Income?

Or

(b) How do you calculate Income from HUF?

12. (a) Write the administrative structure of Service Tax.

Or

(b) Briefly explain the advantages of Present GST.

13. (a) State whether the following are admissible or inadmissible expenses under the provisions of Income Tax Act :
    (i) Gift tax paid
    (ii) L.I.C. premium on Director and his Family Member's life
    (iii) Professional Tax paid
    (iv) Capital expenditure paid.

Or

(b) Profit and Loss account of ABC and Co. For the year ending 31ˢᵗ March 2018 is as follows (a firm of chartered accountants and conditions of Section 184 and 40 (b)):

Particulars	Amount	Particulars	Amount
Expenses	6,76,000	Receipts from clients	
Depreciation	5,68,000	for tax advice	8,24,000
Remuneration to partners	6,50,000	Audit fees	6,44,000
Interest on capital		Net loss	6,36,000
to partners	2,10,000		
	21,04,000		21,04,000

2   C–7226

(i) Out of expenses 1,14,500 is not deductible under sections 36 and 37

(ii) Depreciation as per section 32 is Rs.6,46,200

(iii) Interest on capital to partner, not deductible under Section 40 (b) is Rs.35,800.

Find out amount of net income of the firm for the assessment year 2018-19.

14. (a) Following benefits have been granted by Ved Software Ltd. To one if its employees Mr. Guru.

(i) Housing loan @ 6% per annum Amount outstanding on 1.4.2015 is Rs.7,00,000 Mr. Guru pays Rs.14,000 per month, on 5th of each month.

(ii) Air-conditioners purchased 4 years back for Rs.3,00,000 have been given to Mr. Guru for Rs.90,000.

Compute the chargeable perquisite in the hands of Mr. Guru for the A.Y. 2016-17. The lending rate of State bank of India as on 1.4.2015 for housing loan may be taken as 10%.

Or

(b) What are the advantage and disadvantages of Service Tax?

15. (a) Write the significance role of GST in Business.

Or

(b) Write down the features of collection of Service Tax.

3   **C–7226**

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the Nature of Excise Duty and Customs Duty.

Or

(b) Sri Muthu Ltd., is engaged in the business of manufacture of refrigerators since 1998. The following assets are acquired during 2018-19 :

Particulars .	Block I	Block II	Block III
	P and M	P and M	P and M
Rate of depreciation	15%	40%	60%
W.D.V. as on 1.4.2018	6,00,000	8,50,000	11,00,000
Additions of plants (New)			
during the previous year 2018-19	8,50,000	6,00,000	5,00,000
Date of acquisition and being			
put into use	Aug 2018	Aug 2018	Jan 2019

Find out the following :

(i) Additional and normal depreciation

(ii) Depreciated value of the block on April 2019.

17. (a) Explain the different heads of Income.

Or

(b) What is called Declared Goods? What are Declared Goods under control Sales Tax Act 1956?

18. (a) Explain the classification of Agricultural Income – example.

Or

(b) What are the methods of Valuation of Customs Duty?

———————

4   **C–7226**

C– 7227	Sub. Code 96241

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Fourth Semester

International Business

EXIM PROCEDURES AND DOCUMENTATION

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1. What is Invoice?

2. What do you meant by Letter of Credit?

3. What is called Export Trade Control?

4. What do you meant by Export Promotion?

5. What is called Documentary Credit?

6. What do you mean by Customs Tariff?

7. What is called advance payment?

8. What is documentary credit?

9. What is called post shipment documentation?

10. Define – EDI.

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

Answer **all** questions.

11. (a) Explain the foreign exchange regulations and its function.

Or

(b) Explain the characteristic of commercial practices.

12. (a) What are the schemes introduced under EXIM policy?

Or

(b) What are the Protect Letter of Credit?

13. (a) What are the Restrictions on Export Business?

Or

(b) Discuss the different types of Payment Systems.

14. (a) What the difference between letter of credit and documentary collection?

Or

(b) What are the process of DP and DA?

15. (a) Explain the Characteristic of EXIM documents.

Or

(b) What are the types of excise duties?

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

Answer **all** questions.

16. (a) Describe are the Regulations of EXIM Policy 2021.

Or

(b) Elucidate that Exim policy of India aims to promote productivity and competeveness of Indian industries.

2

C–7227

17. (a) Explain the following terms :

 (i) Free on Board (FOB) Contract

 (ii) CIF Contract

 (iii) Shipping Bill

 (iv) Bill of Lading.

Or

 (b) What are the relevant documents for transportation of goods?

18. (a) Describe the Legal framework Associated with Customs Act.

Or

 (b) Explain the documentation requirements that an exporter needs to fulfill after receiving an export order till the consignment is put on board of the post shipment EDI and documentation.

_____

3   **C–7227**

C–7228	Sub. Code
	96242

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Fourth Semester

International Business

SERVICES MANAGEMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 2 = 20)$

Answer **all** questions.

1. What are the unique characteristics of services?

2. Give an example of expanded service marketing mix.

3. What is market segmentation?

4. Outline the need of new service development.

5. What is service encounters?

6. Define service strategies.

7. How you deliver the customer satifactions?

8. What is administration?

9. Explain any two strategies for health sector.

10. Write short note on customer relation in services management.

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

Answer **all** questions.

11. (a) Discuss the evolution and growth of service sector in India.

Or

(b) Explain GAP model of service quality.

12. (a) Explain service blue printing.

Or

(b) Describe the service strategies for financial and entertainment sector.

13. (a) Discuss the service quality as profit strategy.

Or

(b) Explain the classification of hotels.

14. (a) Discuss the various types of service research.

Or

(b) Explain the role of service quality in offensive.

15. (a) Describe the concept of service marketing triangle.

Or

(b) Explain the factors influencing customer expectation of services.

2

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

Answer **all** questions.

16. (a) Discuss the service management opportunities in hospitality and tourism sector.

Or

(b) Discuss the components of the hotel product, pricing strategies, distribution and marketing communication strategies in detail.

17. (a) Explain in detail the positioning on the five dimensions of service quality.

Or

(b) What role does customer play in managing the quality of services? Explain with examples.

18. (a) Explain about tourism marketing mix management of travel services.

Or

(b) Develop the service tile cycle for the imaginary example with your own ideas.

————————

3   **C–7228**

C–7229	Sub. Code
	96243

B.B.A. DEGREE EXAMINATION, NOVEMBER 2022

Fourth Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

(2016 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 2 = 20)

Answer **all** questions.

1.   What are the different facts of international business environment?

2.   What do you mean by social cultural?

3.   What is called multinational enterprise?

4.   What is mean by market entry mode?

5.   What is called Flexible Exchange Rate?

6.   What is called Managed Exchange Rate?

7.   What is mean by foreign exchange market?

8.   What is pricing pattern?

9.   What is mean by marketing ethics?

10.   What is mean by slower growth?

Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) What are the Natures of International Business Environment?

Or

(b) Discuss the demographic environment impact in international business.

12. (a) Explain the MNCs from emerging economics.

Or

(b) What are the objectives of the Portfolio?

13. (a) Explain the organisational set up of EU.

Or

(b) What are the classifications of IFE?

14. (a) What are the functions of Technological Environment?

Or

(b) Explain the features of arbitrage.

15. (a) Explain the features of emerging markets.

Or

(b) Discuss about the advantages and disadvantage of international marketing through internet.

C–7229

Part C   (3 × 10 = 30)

Answer **all** questions.

16. (a) Briefly explain the Richard and Theory of international trade.

Or

(b) Discuss about the cross-border integration and coordination in multinational Enterprises.

17. (a) Brief the role of SAARC in the promotion of regional economic grouping.

Or

(b) Explain the merits and demerits of flexible exchange rates?

18. (a) Describe the Role of Management in Foreign Exchange with Special Reference to India.

Or

(b) What are the Internal External Environmental factors Responsible for International Business?

————————