

**C-6826**

**Sub. Code**

**30212**

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

**First Semester**

**Digital Marketing and E-Commerce**

**ACCOUNTING FOR MANAGERS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. \_\_\_\_\_ is the scope of financial accounting.
  - (a) Collection and processing of data
  - (b) Verifying or auditing data
  - (c) Publishing data
  - (d) All of the above
  
2. \_\_\_\_\_ are the basis of the business's financial accounting.
  - (a) Accounting records
  - (b) Bookkeeping
  - (c) Sales Volume
  - (d) Both (a) and (b)

3. Which of the options is not an intangible asset?
- (a) Land (b) Patents  
(c) Goodwill (d) Franchise rights
4. How many stages does the process of final accounting have?
- (a) 2 (b) 3  
(c) 6 (d) 5
5. In which form will the deduct or furnish TDS certificate to the deductee?
- (a) GSTR-7A (b) GSTR-7  
(c) GSTR-8A (d) GSTR-8
6. Dividend is defined under section \_\_\_\_\_ under company act 2013.
- (a) 2(25) (b) 2(15)  
(c) 2(5) (d) 2(35)
7. Which of the following are regarded as financial activities in the cash flow?
- (a) The interest that is paid  
(b) The issue of preference share  
(c) The redemption of the preference share  
(d) All of the above
8. The cash flow statement will define the cash flow concerning which of the following?
- (a) The operating and non-operating flows  
(b) The outflow and inflow  
(c) The investing and non-operating flows  
(d) The investing, operating, and financing activities



15. (a) What are the importance of accounting standards?

Or

(b) What are the four principle of GAAP?

**Part C**

(5 × 8 = 40)

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

16. (a) Explain the accounting concept in detail.

Or

(b) Journalise the following transactions and post them in the ledger

2020

1	Commenced business with cash	50,000
3	Paid into bank	25,000
5	Purchased furniture for cash	5,000
8	Purchased goods and paid by cheque	15,000
8	Paid for carriage	500
14	Purchased Goods from K. Murthy	35,000
18	Cash Sales	32,000
20	Sold Goods to Ashok on credit	28,000
25	Paid cash to K. Murthy in full settlement	34,200
28	Cash received from Ashok	20,000
31	Paid Rent for the month	2,000
31	Withdrew from bank for private use	250

17. (a) How are assets generally classified? Give two illustrations of each type of assets.

Or

- (b) The following balances are drawn from the books of M/s. Dhara & co as on 31<sup>st</sup> Dec, 2021

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Land	1,00,000	Sales	3,00,000
Buildings	2,00,000	Purchases	1,75,000
Sales returns	10,000	Stock (1.1.2021)	25,000
Purchase returns	5,000	Debtors	50,000
Bank overdraft	15,000	Cash in hand	5,000
Creditors	20,000	Salaries	10,000
Wages	12,000	Goodwill	15,000
General expenses	5,000	Selling expenses	12,000
Bad debts.	1,000	Insurance	1,000
Capital	2,81,000		

Adjustments:

- (i) Closing stock is Rs. 30,000
- (ii) Provide for depreciation on buildings @ 10%
- (iii) Write off further bad debts Rs. 1,000
- (iv) Salaries yet to be paid Rs. 3,000

You are required to prepare a Trading and profit & Loss account and Balance sheet of M/s. Dhara & co.

18. (a) What is the permissible managerial remuneration payable and in the companies Act, 2013?

Or

- (b) Explain the statutory provisions regarding preparation of final accounts.

19. (a) Explain the procedure for preparing cash flow statement.

Or

- (b) From the following balance sheets as on 31 December, you are required to prepare a cash flow statement:

Liabilities	2019 (Rs.)	2020 (Rs.)	Assets	2019 (Rs.)	2020 (Rs.)
Share capital	1,00,000	1,50,000	Fixed assets	1,00,000	1,50,000
Profit & Loss a/c	50,000	80,000	Good will	50,000	40,000
General reserve	30,000	40,000	Inventories	50,000	80,000
16% Bonds	50,000	60,000	Bills	50,000	80,000
Sundry creditors	30,000	40,000	Receivable	10,000	20,000
Expenses O/S	10,000	15,000	Bank	10,000	15,000
	<u>2,70,000</u>	<u>3,85,000</u>		<u>2,70,000</u>	<u>3,85,000</u>

20. (a) Explain about international financial reporting standards.

Or

- (b) Discuss the needs and benefits of accounting standards.
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**C-6827**

**Sub. Code**

**30213**

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

**First Semester**

**Digital Marketing and E-Commerce**

**ORGANIZATIONAL BEHAVIOUR**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Hawthorne Studies was conducted at a Company located in the \_\_\_\_\_ city.
  - (a) Chicago
  - (b) London
  - (c) Paris
  - (d) Moscow
  
2. Which of the following is most likely to be a belief held by a successful manager?
  - (a) Technical knowledge is all that is needed for success
  - (b) It is not essential to have sound interpersonal skills.
  - (c) Technical skills are necessary, but insufficient alone for success
  - (d) Effectiveness is not impacted by human behavior
  
3. Which of the following is not a trait dimension in Big 5 personality trait?
  - (a) Extroversion
  - (b) Agreeableness
  - (c) Openness
  - (d) Ego

4. Believes, attitudes, traditions and expectations which are shared by group members is called
- (a) Group Norms
  - (b) Group Communication
  - (c) Group Cohesiveness
  - (d) Group Structure
5. Which of the following methods is used to solve intergroup conflicts indirectly
- (a) Avoidance
  - (b) Encouragement
  - (c) Bargaining
  - (d) Leadership Replacement
6. Which is not among the 3 main stages of ego?
- (a) Adult Ego
  - (b) Compliant Child
  - (c) Parent Ego
  - (d) Child Ego
7. Who propounded X and Y theory of motivation?
- (a) Maslow
  - (b) F. Herzberg
  - (c) Alderfer
  - (d) McGregor
8. Which theory focuses on the balance between inputs (effort) and outputs (rewards) in the workplace?
- (a) Equity Theory
  - (b) Maslow's Hierarchy of Needs
  - (c) Skinner's Operant Conditioning Theory
  - (d) McClelland's Theory of Needs
9. In the context of organizational behavior, what does the term "flexible work arrangements" refer to?
- (a) Strict working hours
  - (b) Remote work options
  - (c) Traditional office setups
  - (d) Hierarchical structures

10. What does the term “span of control” refer to in organizational structure?
- (a) Employee salary ranges
  - (b) Employee training program
  - (c) Marketing expenses
  - (d) Number of subordinates a manager can effectively supervise

**Part B**

(5 × 5 = 25)

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

11. (a) Write a note on Interpersonal Skills.

Or

- (b) Explain successful managerial activities.

12. (a) Describe the factors influencing Group Dynamics.

Or

- (b) Explain the stages in perception process.

13. (a) Write note on Transactional Analysis.

Or

- (b) How to resolve conflicts in a team?

14. (a) Describe Achievement Motivation Theory.

Or

- (b) Explain Equity Theory.

15. (a) What are the social values affecting the organisations?

Or

- (b) Write in brief about any two recent trend in OB.

**Part C**

(5 × 8 = 40)

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

16. (a) Write an essay on Hawthorne Experiments.

Or

(b) Discuss the challenges and Opportunities of OB

17. (a) Describe the theories of personality.

Or

(b) Explain the determinants of personality.

18. (a) Discuss the importance of Transactional Analysis in Transactions between people.

Or

(b) Write an essay on Life Positions.

19. (a) Explain Two Factor Theory of motivation.

Or

(b) Define Leadership and explain its theories.

20. (a) Illustrate the effect of technology on organizational behaviour.

Or

(b) Discuss in detail about changing structures of organisations.

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**C-6828**

**Sub. Code**

**30214**

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

**First Semester**

**Digital Marketing and E-Commerce**

**FUNDAMENTALS OF DIGITAL MARKETING AND  
E-COMMERCE**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following statements is true about traditional vs. digital marketing?
  - (a) Traditional marketing has a lower cost per reach than digital marketing.
  - (b) Digital marketing allows for better audience segmentation and targeting.
  - (c) Traditional marketing provides real-time customer feedback.
  - (d) Digital marketing offers limited metrics for measuring success.

2. How does digital market research differ from traditional market research?
  - (a) Relies heavily on surveys and interviews only
  - (b) Provides real-time insights and analytics
  - (c) Has no dependence on digital tools
  - (d) Is unaffected by consumer behavior patterns
  
3. What is the primary purpose of keyword research in SEO?
  - (a) To increase website traffic
  - (b) To identify user search intent
  - (c) To optimize website design
  - (d) To improve social media presence
  
4. What is the term for the position of a website in search engine results pages (SERPs)?
  - (a) Keyword density
  - (b) Rank
  - (c) Bounce rate
  - (d) Meta description
  
5. Which of the following is NOT a component of SEO?
  - (a) Keyword research
  - (b) Backlink building
  - (c) On-page optimization
  - (d) Social media advertising

6. What is the primary goal of SEO?
- (a) Increase social media followers
  - (b) Improve website ranking on search engines
  - (c) Create paid advertisements
  - (d) Build a mobile app
7. Which platform is associated with PPC management for Bing Ads?
- (a) AdSense
  - (b) Ad Centre
  - (c) Google Ads Manager
  - (d) Amazon Ads
8. Which of the following tools is best suited for competitor PPC analysis?
- (a) SEMrush
  - (b) Canva
  - (c) Yoast SEO
  - (d) Moz Local
9. Which bidding strategy focuses on maximizing the number of clicks?
- (a) Manual CPC
  - (b) Target ROAS
  - (c) Maximize Clicks
  - (d) Enhanced CPC
10. A good ad copy should:
- (a) Include a long list of keywords
  - (b) Be compelling and relevant to the audience
  - (c) Focus solely on pricing
  - (d) Avoid a call-to-action

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the implications of digital marketing on customer behavior and business operations.

Or

- (b) Discuss scenarios where market research may fail to predict market reality.

12. (a) Explain the purpose of meta tags in SEO.

Or

- (b) Differentiate between XML sitemaps and HTML sitemaps.

13. (a) How customer insights can obtain through analytics tools influence SEO strategies?

Or

- (b) Discuss the importance of adhering to SEO laws and guidelines, such as Google Webmaster Guidelines, for ethical SEO practices.

14. (a) What are the key strengths of PPC advertising compared to other digital marketing strategies?

Or

- (b) Explain the role of ad scheduling in a PPC campaign and how it can improve ROI.

15. (a) What is campaign management in digital marketing and why is it important for PPC success?

Or

- (b) How does effective keyword selection impact a PPC campaign? Provide examples of tools used.

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the defining characteristics of digital marketing such as interactivity, measurability, scalability and automation.

Or

- (b) Highlight the global reach, personalization, cost-effectiveness, and data analytics benefits.

17. (a) Identify and explain the various stakeholders in the search ecosystem, including businesses, search engines, users, and advertisers.

Or

- (b) Analyze the impact of off-page optimization on brand visibility and search performance.

18. (a) Explain the SEO process in detail, including keyword research, on-page optimization, off-page optimization, and monitoring results.

Or

- (b) Explain the strategies for ethical link-building and the risks associated with black-hat techniques.

19. (a) Why is keyword research crucial for PPC campaigns and what tools are commonly used for it?

Or

- (b) What is the Google Display Network, and how does it differ from search-based PPC advertising?

20. (a) Explain the purpose of conversion tracking and how it helps in evaluating campaign performance.

Or

- (b) Outline the steps involved in creating and managing a search campaign.
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**C-6829**

**Sub. Code**

**30215**

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

**First Semester**

**Digital Marketing and E-Commerce**

**STATISTICS FOR BUSINESS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. In chronological classification, the data is classified on the basis of:
  - (a) Time
  - (b) Money
  - (c) Location
  - (d) Quality
2. The control charts and procedures of descriptive statistics which are used to enhance a procedure can be classified into which of these categories?
  - (a) Behavioural tools
  - (b) Serial tools
  - (c) Industry statistics
  - (d) Statistical tools
3.  $E(X) = \lambda$  is used for which distribution?
  - (a) Binomial distribution
  - (b) Poisson's distribution
  - (c) Normal distribution
  - (d) Laplace distribution

4. The weights of students in a college is
- (a) Discrete Variable
  - (b) Continuous Variable
  - (c) Qualitative Variable
  - (d) Quantitative variable
5. The concepts in a hypothesis are stated as
- (a) Variables                      (b) Theories
  - (c) Indices                        (d) Ideas
6. A Statement of the expected relationship between two or more variables is known as the
- (a) Concept definition
  - (b) Hypothesis
  - (c) Problem Statement
  - (d) Research Question
7. Present value takes
- (a) Compounding rate (b) Deflation rate
  - (c) Inflation rate        (d) Discounting rate
8. Interest paid (earned) on only the original principal borrowed (lent) is often referred to as?
- (a) Present value        (b) Future value
  - (c) Simple Interest    (d) Compound interest
9. The correlation coefficient describes
- (a) Only magnitude
  - (b) Both magnitude and direction
  - (c) Only direction
  - (d) None of the options

10. The slope of the regression line of Y on X is also referred to as the:
- (a) Regression coefficient of X on Y
  - (b) The correlation coefficient of X on Y
  - (c) Regression coefficient of Y on X
  - (d) Correlation coefficient of Y on X

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the various types of Mode.

Or

- (b) Elaborate various methods of data collection.

12. (a) What is sampling? Write down the characteristics of a good sample.

Or

- (b) A book contains 125 misprints distributed at random throughout its 125 pages. What is the probability that a page observed at random contains atleast two misprint (assume Poisson distribution).

13. (a) Write short notes on :

- (i) Null Hypothesis;
- (ii) Alternative Hypothesis.

Or

- (b) In order to test whether the average weekly maintenance cost of a fleet of buses is more than Rs. 500, a random sample of 50 buses was taken. The mean and the standard deviation were found to be Rs. 508 and Rs. 40. Assume  $\alpha = 0.025$ .

14. (a) Find the compound interest on Rs. 5000 at 5% pa. for 4 years.

Or

- (b) Differentiate between Discounting and Compounding?

15. (a) Write down the properties of Regression Coefficients.

Or

- (b) The correlation coefficient between the variables X and Y is  $\gamma = 0.60$ . If  $\sigma_x = 1.50$  and  $\sigma_y = 2.00$ .  $\bar{X} = 10, \bar{Y} = 20$ , find the equations of the regression line (i) Y on X (ii) X on Y.

**Part C**

(5 × 8 = 40)

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

16. (a) The mean annual salaries paid to 1000 employees of a company was Rs. 5,000. The mean annual salaries paid to male and female employees were Rs. 5,200 and Rs. 4,200 respectively. Determine the percentage of males and females employed by the company.

Or

- (b) Scores obtained by two teams are given  
Team A 15 10 7 5 3 2 Total = 42  
Team B 20 10 5 4 2 1 Total = 42

Calculate coefficient of variation and state which team is more consistent.

17. (a) What is Normal Distribution? Discuss the characteristics of Normal Distribution.

Or

- (b) TamilNadu transport department surveyed the travel preferences of people who travelled to work by train or bus. The initial analysis suggested that 1 in 5 people travelled by train to work. If 5 people are interviewed, what is the probability that,
- (i) Exactly 3 prefer travelling by train.
  - (ii) Three or more prefer travelling by train and,
  - (iii) Less than 3 prefer travelling by train.

18. (a) Explain the procedure of Hypothesis Test and describe various stages involved.

Or

- (b) In a large manufacturing factory, a survey was conducted regarding three types of bonus schemes. Total employees were divided into four categories namely laborers, clerks, technicians and executives. The results obtained by way of opinion survey are presented in the form of contingency table as given below. Test the goodness of fit at 5% level of significance.

Employees Category	Bonus schemes		
	Type 1	Type 2	Type 3
Labour	190	243	197
Clerks	82	44	44
Technicians	23	78	34
Executives	5	12	8

19. (a) On a certain sum of money, after 2 years the simple interest and compound interest obtained are Rs. 400 and Rs. 600 respectively. What is the sum of money invested?

Or

- (b) If a bill is due after 5 years, its present worth is Rs. 800. If it were due after 3 years, its present worth would be Rs. 1,000. Find out the face value of the bill as well as the rate of interest?

20. (a) Explain the various types of correlation.

Or

(b) The following data related to the scores obtained 9 salesmen of a company in an intelligence test and their weekly sales in Rs. ('000).

Salesman	A	B	C	D	E	F	G	H	I
Test scores	50	60	50	60	80	50	80	40	70
Weekly sales	30	60	40	50	60	30	7	50	60

- (i) Obtain the regression equation of sales on intelligence test scores of the salesman.
- (ii) If the intelligence test score of a salesman is 65, what would be his expected weekly sales?

**C-6830**

**Sub. Code**

**30216**

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

**First Semester**

**Digital Marketing and E-Commerce**

**BUSINESS ORIENTED COMPUTER APPLICATIONS**

**(2023 onwards)**

Duration : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What is the maximum number of rows in an Excel worksheet?  
(a) 256 (b) 512  
(c) 1048576 (d) 65536
2. Which ribbon in Excel contains options for formatting and styling cells?  
(a) Home (b) Insert  
(c) Page Layout (d) Formulas
3. What does the V in VLOOKUP stand for?  
(a) Vertical (b) Value  
(c) Variable (d) View
4. Which of the following is NOT a type of Conditional Formatting rule in Excel?  
(a) Data Bars (b) Color Scales  
(c) Sparklines (d) Icon Sets

5. \_\_\_\_\_ is an advantage does INDEX-MATCH have over VLOOKUP and HLOOKUP.
- (a) It can only be used in a single cell
  - (b) It can handle two-way lookups
  - (c) It is faster in processing large datasets
  - (d) It only works in numerical calculations
6. In a Pivot Table, what does the “Slicer” feature allow you to do?
- (a) Create calculated fields
  - (b) Filter data based on specified criteria
  - (c) Sort data alphabetically
  - (d) Change the layout of the table
7. Which Excel function is used to return the position of an item in an array?
- (a) LOOKUP
  - (b) INDEX
  - (c) VLOOKUP
  - (d) MATCH
8. \_\_\_\_\_ can be included in a Scenario in Excel.
- (a) Text values only
  - (b) Numbers only
  - (c) Formulas and numbers
  - (d) Formulas and text values
9. In Power Pivot, what is a Data Model?
- (a) A collection of charts and graphs
  - (b) A representation of data in a table format
  - (c) A centralized database for storing data
  - (d) A collection of tables and relationships used for analysis

10. Which language is used for creating calculated columns and measures in Power Pivot?
- (a) JavaScript
  - (b) DAX (Data Analysis Expressions)
  - (c) SQL (Structured Query Language)
  - (d) VBA (Visual Basic for Applications)

**Part B**

(5 × 5 = 25)

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

11. (a) Explain the steps for merging and aligning cells.

Or

- (b) What are the quickways to create charts?

12. (a) Explain how themes work.

Or

- (b) Describe the absolute references with example.

13. (a) Write in brief about LOOKUP function.

Or

- (b) Explain about Macros.

14. (a) Discuss about the INFO and CELL.

Or

- (b) Briefly explain the Two-way data tables.

15. (a) How to connect to SQL server in powerpivot?

Or

- (b) Write in brief about CALCULATE and EARLIER function.

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the printing operation in excel and its different views.

Or

- (b) Discuss the table styles, sorting and simple filtering.

17. (a) Explain the conditional formatting.

Or

- (b) Describe the IF function with a suitable example.

18. (a) Discuss about OFFSET and Indirect function.

Or

- (b) Give a detailed note on pivot tables.

19. (a) Explain various Text and Inspection functions.

Or

- (b) Discuss in detail about scenarios.

20. (a) Write a detailed note on hierarchies.

Or

- (b) Explain the measures of powerpivot in detail.
-