

**N-0414**

**Sub. Code**

**200211**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year - First Semester**

**PRINCIPLES OF MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

**(33 × 1 = 33)**

Answer **all** questions.

Multiple Choice Questions

1. \_\_\_\_\_ involves a series of steps to be taken to accomplish desired goals.  
(a) Values                      (b) Techniques  
(c) Programmes                (d) Actions
2. \_\_\_\_\_ is a systematized body of knowledge that explains certain general truths or operation of general laws.  
(a) Science                      (b) Art  
(c) Profession                  (d) Art and Profession both
3. Control function of management cannot be performed without:  
(a) Planning                      (b) Organizing  
(c) Staffing                        (d) Motivation

4. Henry Fayol was a \_\_\_\_\_  
(a) Social scientists (b) Mining engineer  
(c) Accountant (d) Production engineer
5. Principles of management are significant because these result in \_\_\_\_\_  
(a) Taking initiative  
(b) Adapting to new technology  
(c) Employee Satisfaction  
(d) Optimum utilization of resources.
6. \_\_\_\_\_ Principle of Management is concerned with promoting team spirit.  
(a) Equity  
(b) Scalar  
(c) Unity of Command  
(d) Espirit de Corps
7. Management principles are flexible whereas \_\_\_\_\_ principles are rigid.  
(a) Pure Science  
(b) Employment  
(c) Scientific Management  
(d) Art
8. The decision making step, which consists of organization goals, predicting alternatives and communicating goals is called  
(a) Organization (b) Alternation  
(c) Planning (d) Valuing

9. The three types of plans usually prepared by companies include annual plans, strategic plans and \_\_\_\_\_ plans.
- (a) Hourly                      (b) Long-range  
(c) Model                      (d) Psychological
10. Planning process began with \_\_\_\_\_
- (a) Setting objectives  
(b) Identity alternatives  
(c) Developing planning premise  
(d) Selecting alternatives
11. Employee relationships are major element of occupation of \_\_\_\_\_
- (a) Marketing manager  
(b) Account manager  
(c) Finance manager  
(d) Human resource manager
12. The average loss of manpower due to leave, retirement, death, transfer, discharge, etc to calculate the need for manpower is known as
- (a) Work load analysis  
(b) Forecasting  
(c) Job analysis  
(d) Workforce analysis
13. A strategy of job design that increases job depth by meeting employees needs for psychological growth
- (a) Job enrichment    (b) Job rotational  
(c) Job enlargement    (d) Job engagement

14. The formal control deals with \_\_\_\_\_
- (a) Price and shared Values
  - (b) Rules and Procedures
  - (c) Trust
  - (d) Competition
15. State a tool to evaluate Project execution and completion time.
- (a) Time Budget      (b) Functional Budget
  - (c) Variable Budget   (d) PERT
16. Prime Vending is a form of \_\_\_\_\_ buying
- (a) Formal              (b) Informal
  - (c) Prime                (d) Open Market
17. The \_\_\_\_\_ is the part of the personality that opposes the desires of the id by enforcing moral restrictions
- (a) Superego            (b) Ego
  - (c) Motives             (d) Observation
18. “Hawthorne experiment” which was a real beginning of applied research in OB was conducted by
- (a) Elton Mayo        (b) Henry Fayol
  - (c) F.W. Taylor        (d) Max Weber
19. \_\_\_\_\_ is a relatively permanent change in behavior that occurs as a result of experience
- (a) Behavior modification
  - (b) Learning
  - (c) Motivation
  - (d) Skills

20. \_\_\_\_\_ is “the reactions of individuals to new or threatening factors in their work environments”
- (a) Attitude                      (b) Stress  
(c) Dissonance                    (d) Disappointment
21. Today’s managers understand that the success of any effort at improving quality and productivity must include \_\_\_\_\_.
- (a) Quality management programs  
(b) Customer service improvements  
(c) Employee’s participation  
(d) Manufacturing simplification
22. \_\_\_\_\_ is once view of reality
- (a) Attitude                      (b) Perception  
(c) Outlook                        (d) Personality
23. An enduring attribute of a person that appears constantly in a variety of situation is \_\_\_\_\_
- (a) Behavior                      (b) Trait  
(c) Attitude                        (d) Culture
24. Concept of MBO was introduced by \_\_\_\_\_
- (a) Peter. F. Drucker    (b) Mary Parker  
(c) Henry Fayol            (d) Philip Kotler
25. In Maslow’s hierarchy needs which of the following pair of needs is ranked as “lower order needs”?
- (a) Physiological and safety needs  
(b) Physiological and social need  
(c) Self actualization and safety needs  
(d) Social and esteem needs

26. In which stage of the conflict process does conflict become visible?
- (a) Illumination      (b) Intentions  
(c) Behaviour      (d) Cognition
27. If a person responds the same way over time, attribution theory states that the behaviour shows.
- (a) Distinctiveness      (b) Consensus  
(c) Consistency      (d) Continuity
28. \_\_\_\_\_ is the ability of influencing people to strive willingly for mutual objectives
- (a) Motivation      (b) Control  
(c) Leadership      (d) Supervision
29. \_\_\_\_\_ leadership emphasize on rules and regulation in an organization
- (a) Democratic      (b) Autocratic  
(c) Laissez-faire      (d) Bureaucratic
30. \_\_\_\_\_ is the attractiveness of the members towards the group or resistance to leave it
- (a) Group norms  
(b) Group behavior  
(c) Group cohesiveness  
(d) Group structure
31. The first step in conflict diagnosis is to describe the \_\_\_\_\_
- (a) Conflict      (b) Disputant  
(c) Motives      (d) Position

32. \_\_\_\_\_ is an attempt through a formal program to integrate employees' needs and wellbeing with the intention of improved productivity, better involvement and satisfaction
- (a) Quality of work life
  - (b) Quality circle
  - (c) Alternative work schedule
  - (d) Job redesign
33. \_\_\_\_\_ is mental pressure felt by individuals while adjusting to a situation.
- (a) Conflict
  - (b) Stress
  - (c) Behaviour
  - (d) Dispute

**Part B**

(7 × 6 = 42)

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

34. (a) Describe the factors involved in the formation of an organization.

Or

- (b) State the different processes of management.

35. (a) Explain the various steps of decision making.

Or

- (b) Define leader and Explain the characteristics of a successful leader.

36. (a) Bring out the importance of control as a function of management.

Or

(b) Explain the various models of organizational behavior.

37. (a) Describe the major factors affecting perception. How will you improve perceptual skills?

Or

(b) Define the term "Attitude". Explain in detail the methods of measuring attitudes.

38. (a) Discuss the importance of financial and non financial incentives of motivation.

Or

(b) Describe the steps in recruitment and selection.

39. (a) What is group cohesiveness? How is it influencing productivity?

Or

(b) What are the different stages of team building?

40. (a) Describe the factors that influence the effectiveness of leadership.

Or

(b) What are the characteristics of organizational culture?



**N-0415**

**Sub. Code**

**200212**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — First Semester**

**BUSINESS COMMUNICATION**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Communication is a \_\_\_\_\_
  - (a) One way process
  - (b) Two way process
  - (c) Three way process
  - (d) Four way process
2. Communication saves time in \_\_\_\_\_
  - (a) Internal communication
  - (b) Interview
  - (c) Oral communication
  - (d) Schedule
3. Communication in an organization should ideally flow
  - (a) From top to bottom
  - (b) From bottom to top
  - (c) Both ways
  - (d) Horizontally

4. Interpretation of data is followed by  
(a) Recommendation (b) Suggestion  
(c) Conclusions (d) Complaint
5. Press reports refers to  
(a) Reports in newspapers  
(b) Reports through letters  
(c) Oral communication  
(d) Written communication
6. Statutory report is  
(a) An informal report  
(b) Not having legal sanction  
(c) Always a statistical report  
(d) Formal report
7. \_\_\_\_\_ is a very conscious process of communication.  
(a) Warning (b) Order  
(c) Action (d) Education
8. The most important part of the letter is  
(a) The heading (b) Data  
(c) Body of the letter (d) Post script
9. \_\_\_\_\_ computers operates by measuring.  
(a) Analog (b) Digital  
(c) Hybrid (d) Main frame

10. The American style of writing the date in business letter starts with
- (a) Day                      (b) Month  
(c) Year                      (d) Time
11. The main objective of communication is
- (a) Information and persuasion  
(b) Skill and personality development  
(c) Control and management  
(d) Need
12. The communication cycle, the process of retranslation of signals into ideas is called
- (a) Encoding                (b) Decoding  
(c) Response                (d) Feed back
13. The inside address is typed
- (a) Right hand side  
(b) Left hand side  
(c) Right hand bottom  
(d) Last
14. Good punctuation will not involve
- (a) Rereading                (b) Ambiguity  
(c) Both                      (d) Misunderstanding
15. \_\_\_\_\_ may be less important for small business
- (a) Letter writing            (b) Telephone  
(c) E.mail                    (d) Fax

16. The letter of acknowledgement
- (a) Provides a record
  - (b) Shows courtesy
  - (c) Avoids misunderstanding
  - (d) Serves all the above purposes
17. A circular is a form of
- (a) Oral communication
  - (b) Face - to - face communication
  - (c) Group communication
  - (d) Visual communication
18. Minutes of a meeting are usually prepared by
- (a) Secretary                      (b) Chairman
  - (c) Shareholder                      (d) Laymen
19. Business letter must possess the quality of
- (a) Coherence                      (b) Incompleteness
  - (c) Faultiness                      (d) Jargons
20. \_\_\_\_\_ reports are related to a single occasion or situation.
- (a) Non-recurrent reports
  - (b) Investigative reports
  - (c) Special reports
  - (d) Formal reports

21. Effective communication can only be achieved when
- (a) The audience is understood
  - (b) Feedback is encouraged
  - (c) Thoughts are organized
  - (d) Systematic delivery of speech
22. A motivated worker does not need much
- (a) Supervision            (b) Encouragement
  - (c) Advice                (d) Suggestion
23. Telephonic conversation is a
- (a) Verbal communication
  - (b) Non-verbal communication
  - (c) Visual communication
  - (d) Written
24. Lateral communication is between
- (a) Superior and subordinate
  - (b) Same cadre of personal
  - (c) Subordinate and superior
  - (d) Among all
25. A report is a basic management tool used in \_\_\_\_\_
- (a) Personality development
  - (b) Decision making
  - (c) Individual development
  - (d) Self motivation

26. A memo is an example for
- (a) Internal communication
  - (b) External communication
  - (c) Lateral communication
  - (d) Written communication
27. Grapevine communication is associated with communication
- (a) Formal                      (b) Informal
  - (c) Horizontal                (d) Vertical
28. What kind of information should be included in a resume
- (a) Work experience
  - (b) Education
  - (c) Affiliation and membership
  - (d) Letter of recommendation
29. While giving an interview be - in your salary expectations
- (a) Modest                      (b) Unrealistic
  - (c) Realistic                    (d) Non of the above
30. Which of the following is not a type of business letter?
- (a) Business enquiry    (b) Sales letter
  - (c) Quotations                (d) Reference letter
31. The resume should be written before the job application letter because:
- (a) The resume is seen first
  - (b) The resume helps to decide what to highlight in the letter
  - (c) The resume is more important than the letter
  - (d) Most employers do not read application letters

32. The word “memo” is a short form for:
- (a) Memory
  - (b) Memorizing
  - (c) Memorandum
  - (d) Members order
33. The main purpose of a group discussion is to measure
- (a) Knowledge
  - (b) Personality
  - (c) Group communication skills
  - (d) Leadership skills

**Part B**

(7 × 6 = 42)

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

34. (a) Define communication. Discuss about the important of communication in business.

Or

- (b) What is verbal communication? Importance of verbal communication.

35. (a) Narrate the listening process.

Or

- (b) Explain the improving writing skills.

36. (a) Explain the external communication.

Or

- (b) Write about notes on:

- (i) Upward communication
- (ii) Downward communication
- (iii) Horizontal communication
- (iv) Diagonal communication

37. (a) Explain the structure and format of business letters.

Or

(b) Bring out the characteristics of a memo.

38. (a) Explain the steps in report writing.

Or

(b) State the oral communication.

39. (a) Explain the presentation.

Or

(b) What are the types of meeting?

40. (a) What your mean by reading? Explain the different types of reading.

Or

(b) Describe the importance and factors involving job interview.

---



**N-0416**

**Sub. Code**

**200213**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — First Semester**

**BUSINESS ENVIRONMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. \_\_\_\_\_ are generally known as controllable factors.
  - (a) Internal
  - (b) External
  - (c) Cost of production
  - (d) None of the above
  
2. Factors beyond the control of business are
  - (a) Internal
  - (b) External
  - (c) Organisational structure
  - (d) None of the above

3. Economic environment has \_\_\_\_\_ impact on business.
- (a) Indirect
  - (b) Same
  - (c) Direct
  - (d) None of the above
4. Which one of the following is not economic policy?
- (a) Fiscal policy
  - (b) Industrial policy
  - (c) Monetary policy
  - (d) Mixed economy
5. Social cultural environment consists of \_\_\_\_\_.
- (a) Family values
  - (b) Beliefs
  - (c) Rituals
  - (d) All the above
6. It is \_\_\_\_\_ for business to change its values.
- (a) Difficult
  - (b) Moderate
  - (c) Easy
  - (d) None of the above
7. Which of the following will not come under political environment?
- (a) Constitution
  - (b) Political system
  - (c) Separation of power
  - (d) Religion

8. Business relationship comes under \_\_\_\_\_.
- (a) Technology            (b) Social  
(c) Political                (d) Economic
9. Which one is opposite to capitalist economy?
- (a) Mixed                    (b) Communism  
(c) Both                      (d) None of the above
10. Other name for command economy is \_\_\_\_\_.
- (a) Social economy  
(b) Planned economy  
(c) Mixed economy  
(d) None of the above
11. Financial market involve \_\_\_\_\_.
- (a) Borrows                (b) Lenders  
(c) Buyers                 (d) Both (a) and (b)
12. Financial System can be organised using \_\_\_\_\_.
- (a) Market principles  
(b) Central planning  
(c) Both (a) and (b)  
(d) None of the above

13. Legal environment is related to \_\_\_\_\_.
- (a) Business and corporate laws
  - (b) Employment laws
  - (c) Both (a) and (b)
  - (d) None of the above
14. Regional Legislation is related to a
- (a) Legal                      (b) Political
  - (c) Economy                (d) Social
15. Economic functions of government are \_\_\_\_\_.
- (a) Ensuring competition
  - (b) Redistribute income
  - (c) Both (a) and (b)
  - (d) None of the above
16. One of the main function of government is to maintain \_\_\_\_\_.
- (a) Economics stability
  - (b) Providing welfare program
  - (c) Both (a) and (b)
  - (d) None of the above
17. Branches of new economic policy \_\_\_\_\_.
- (a) Liberalisation        (b) Globalisation
  - (c) Privatization        (d) All the above

18. Which one below is not true about liberalisation?
- (a) All commercial banks were now free to fix the interest rates
  - (b) Indian industries were free to import capital goods
  - (c) Both (a) and (b)
  - (d) None of the above
19. \_\_\_\_\_ known as privatisation.
- (a) Disinvestment
  - (b) Making private sectors as public sectors
  - (c) Liberalisation
  - (d) All the above
20. Disinvestment means selling a \_\_\_\_\_ investment to a \_\_\_\_\_.
- (a) Public -private      (b) Private -public
  - (c) Both                      (d) None
21. WTO started in \_\_\_\_\_.
- (a) 1995                      (b) 1985
  - (c) 1999                      (d) 1996
22. WTO \_\_\_\_\_ international trade.
- (a) Prohibits                (b) Promotes
  - (c) Both                      (d) None of the above
23. In CSR, 'S' refers to \_\_\_\_\_.
- (a) Science                      (b) Social
  - (c) Secular                      (d) None of the above

24. CSR is a \_\_\_\_\_ concern.
- (a) Management      (b) Corporate  
(c) Stock exchange      (d) None of the above
25. Industries run by owners / suppliers of raw materials is \_\_\_\_\_.
- (a) Private      (b) Cooperative  
(c) Public      (d) None of the above
26. Sugar Industry in Maharashtra is an example of \_\_\_\_\_.
- (a) Private sectors  
(b) Public sector  
(c) Cooperative sector  
(d) None of the above
27. Indian economy is a \_\_\_\_\_ economy.
- (a) Developed  
(b) Developing  
(c) Under developed  
(d) None of the above
28. There are \_\_\_\_\_ types of economic systems.
- (a) Two      (b) Three  
(c) Four      (d) None of the above
29. Which year is Known as BOP crsis in Indian economy.
- (a) 1990      (b) 1991  
(c) 1995      (d) 1999

30. Non market economy refers to —————.
- (a) Capitalism                      (b) Socialism  
(c) Mixed                              (d) None
31. In mixed economy private and public
- (a) Coexist                              (b) Contradict  
(c) Conflict                              (d) None of the above
32. Example of capitalist economy is —————.
- (a) UK                                      (b) USA  
(c) Japan                                  (d) None of the above
33. Hongkong follows ————— Economy.
- (a) Mixed                                  (b) Socialist  
(c) Capitalist                              (d) All the above

**Part B** (7 × 6 = 42)

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

34. (a) Narrate the levels of business environment.
- Or
- (b) State the economic environment of business.
35. (a) What do you mean by socio cultural environment and point out its importance?
- Or
- (b) Discuss about the political environment and economics systems.

36. (a) Explain Capitalist economy, characteristics with examples.

Or

(b) What do you mean by Financial environment and point out components of financial system?

37. (a) Bring out the laws impacting industry in India.

Or

(b) Discuss about the impact of India's industrial policy on economic reforms.

38. (a) Write the objectives of new economic policy. Explain in detail.

Or

(b) List out the objectives of disinvestment – Explain.

39. (a) List out the levels of economic integration.

Or

(b) Define corporate social responsibility and point out the features in brief.

40. (a) Describe the private and public sector.

Or

(b) Write a short note on mixed economy and its features, give an example.



**N-0417**

**Sub. Code**

**200214**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — First Semester**

**FINANCIAL ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

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) Book keeping
  - (c) Sales Volume
  - (d) Both (a) and (b)
3. Recording of transactions and events as and when they occur and classifying them into suitable account heading is the subject matter of \_\_\_\_\_.
  - (a) Book-keeping
  - (b) Management Accounting
  - (c) Cost Accounting
  - (d) Financial Accounting

4. The global recognized set of standard for the preparation of financial statement by business entity used in multiple countries is termed as
- (a) IFRS                      (b) ICAI  
(c) ASB                        (d) IAS
5. Accounting does not record non-financial transactions because of which accounting principle
- (a) Accrual concept  
(b) Entity concept  
(c) Measurement concept  
(d) None of the above
6. Following the written down value method of depreciation on particular is because of \_\_\_\_\_ convention
- (a) Conservatism          (b) Consistency  
(c) Materiality            (d) Disclosure
7. What is the minimum number of accounts affected by any business transaction?
- (a) One                        (b) Two  
(c) Four                      (d) Indefinite
8. All the transactions of an organisation should be first recorded into which book or account?
- (a) T accounts  
(b) The equation of accounting  
(c) The book of original entry  
(d) The book of final entry
9. The process in which the transactions are recorded in various journals is called: \_\_\_\_\_
- (a) Entry making          (b) Journalising  
(c) Posting                    (d) Adjusting

10. In a three column cashbook, the \_\_\_\_\_ column is not balanced.
- (a) Discount column (b) Cash column  
(c) Bank column (d) None of the above
11. Which of the following statements is true about the balance in the petty cash account?
- (a) It is a liability (b) It is an asset  
(c) It is an expense (d) None of the above
12. Return of goods by a customer is recorded in \_\_\_\_\_
- (a) Purchase book (b) Sales book  
(c) Sales return book (d) Purchase return book.
13. Rectification entries are passed in \_\_\_\_\_
- (a) Journal Proper (b) Purchase Book  
(c) Sales Book (d) None of the options
14. What is the trial balance used for?
- (a) It is a financial statement  
(b) It records balances of a balance sheet  
(c) It doesn't contribute to the accounting cycle  
(d) It records balances of accounts
15. Which of the following is true about financial statements?
- (i) Financial statement gives a summary of accounts.  
(ii) Financial statements can be stated as recorded facts.
- (a) Only (i) (b) Only (ii)  
(c) Both (i) and (ii) (d) None of the above
16. Which of the options is not an intangible asset?
- (a) Land (b) Patents  
(c) Goodwill (d) Franchise rights

17. Carriage inwards is shown on \_\_\_\_\_
- (a) Debit side of Trading Account
  - (b) Debit side of Profit and Loss Account
  - (c) Assets side of the Balance Sheet
  - (d) Liabilities side of the Balance Sheet
18. The unfavourable balance of Profit and Loss account should be \_\_\_\_\_
- (a) Subtracted from liabilities
  - (b) Subtracted from capital
  - (c) Subtracted from current assets
  - (d) Added in liabilities
19. A balance sheet \_\_\_\_\_
- (a) Tabulates the assets and liabilities of the company on a date
  - (b) Shows assets and liabilities of a company
  - (c) Indicates the growth rate of the company
  - (d) Both (a) and (b)
20. In cash book, the favourable balance indicates \_\_\_\_\_
- (a) Credit Balance      (b) Debit Balance
  - (c) Bank Overdraft      (d) Adjusted Balance
21. Which of the following would not affect bank reconciliation?
- (a) Dishonored cheque
  - (b) Discount received
  - (c) Bank interest
  - (d) Check not presented

22. The party who is entitled to receive the cash of a bill receivable is called \_\_\_\_\_
- (a) Drawer                      (b) Drawee  
(c) Capitalist                  (d) Bank
23. When an acceptor refuses to pay the amount of bill to the holder of bill on its maturity is called?
- (a) Honored bill              (b) Dishonored bill  
(c) Retired bill                (d) Endorsed bill
24. On the admission of a new partner \_\_\_\_\_
- (a) Old firm is dissolved  
(b) Old partnership is dissolved  
(c) Both old partnership and firm are dissolved  
(d) Neither partnership nor firm is dissolved
25. X and Y are partners sharing profit in the ratio of 3:2.Z was admitted with 1/4 share in profits which he acquires equally from X and Y. The new ratio will be \_\_\_\_\_
- (a) 9:6:5                        (b) 19:11:10  
(c) 3:3:2                        (d) 3:2;4
26. Retiring partner is compensated for parting with the firm's future profits in favour of remaining partners. The remaining partners contribute to such compensation amount in \_\_\_\_\_
- (a) Gaining Ratio  
(b) Capital Ratio  
(c) Sacrificing Ratio  
(d) Profit Sharing Ratio

27. In case of death of a partner, the whole amount standing to the credit of his capital account is transferred to \_\_\_\_\_
- (a) Capital Accounts of all partners
  - (b) Capital Accounts of remaining partners
  - (c) His Executor's Account
  - (d) Account of the Government
28. Depreciation is generated due to \_\_\_\_\_
- (a) Increase in the value of liability
  - (b) Decrease in capital
  - (c) wear and tear
  - (d) Decrease in the value of assets
29. According to fixed instalment method, the depreciation is calculated on \_\_\_\_\_
- (a) Balance amount
  - (b) Original cost
  - (c) Scrap value
  - (d) None of them
30. A company is formed by \_\_\_\_\_
- (a) Government
  - (b) Directors
  - (c) Promoters
  - (d) Owners
31. Share premium is shown in the balance sheet as an: \_\_\_\_\_
- (a) Deducted from the asset side
  - (b) Liability
  - (c) Deduction in paid up capital
  - (d) Asset

32. When share are forfeited, the share capital a/c is debited by
- Paid-up capital
  - Called-up amount
  - Calls-in-arrear
  - Nominal value of such shares
33. Debenture holders are the
- Customers of the company
  - Creditors of the company
  - Owners of the company
  - None of the above

**Part B** (7 × 6 = 42)

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

34. (a) Distinguish between Book-Keeping and Accounting.
- Or
- (b) What are Accounting Standards? Explain its objectives.
35. (a) Explain the various classifications of assets and liabilities.
- Or
- (b) Enter the Following transactions in the Three Column cash book of Chennai Ltd.

March		Rs.
2015	Mr. Hans Raj commenced business	30,000
1	with cash	
3	Purchased goods for cash	1,500
4	Deposited into bank	21,000

5	Withdrew from bank for office use	1,500
6	Sold goods to Ramu	1,500
10	Purchased goods on credit from kannan	680
19	Received from Ramu Rs. 1,470 and allowed him discount	30
20	Cash Sales	2,400
27	Paid to Kannan in full settlement	650
28	Paid rent	150
	Paid salary	300

36. (a) Rectify the following errors:
- (i) Sales to X Rs.6,250 were recorded as Rs.5,125
  - (ii) Sales to X Rs.5,100 were recorded as Rs.6,000
  - (iii) Rent paid Rs.6,375 was recorded in the cash book as Rs.6,260
  - (iv) Sales to X Rs.10,000 posted to Y's account.
  - (v) Sales to A Rs.10,000 debited to B's account.

Or

- (b) Explain how you treat the following adjustment in final accounts.
- (i) Closing Stock
  - (ii) Expenses paid in advance
  - (iii) Provisions for Bad and Doubtful Debts
  - (iv) Income Received in advance

37. (a) From the following Trial Balance, prepare final accounts for the year ended 31<sup>st</sup> December 2005:

	Debit	Credit
	Rs.	Rs.
Capital and drawings	1,700	20,000
Purchases and sales	2,000	4,200



Debtors and Creditors	3,600	2,600
Bill payable	–	2,350
Plant and Machinery	12,000	
Horses and Carts	2,600	
Wages	800	
Cash at Bank	2,600	
Salaries	800	
Repairs	190	
Stock (opening)	1,600	
Rent	450	
Manufacturing expenses	150	
Bad debts	500	
Carriage	160	
	<u>29,150</u>	<u>29,150</u>

Adjustments:

- (i) Closing stock Rs. 1,600
- (ii) Depreciation – Plant and Machinery 10%,  
Horses and Carts 15%
- (iii) Rs. 150 is due for wages
- (iv) Paid rent Rs. 50 in advance.

Or

- (b) Explain the reasons for preparation of Bank Reconciliation Statement.

38. (a) A sold goods to the value of 6,000 to B, taking a bill at three months therefore, 'A' discounted the bill at 10% per annum with his bank. On maturity the bill was returned by the bank dishonoured with Rs. 10 as noting charges. Pass journal entries in the books of A and B.

Or

- (b) Mention the meaning and features of partnership.

39. (a) A and B are partners sharing profits in the ratio of 2:1. They admit 'C' as a partner for 1/4 share. His share of goodwill is Rs.9,000. Give journal entries in the following cases:
- (i) When the goodwill is received in cash and retained in the business.
  - (ii) When the goodwill is received in cash and withdrawn by old partners.

Or

- (b) A machine purchased on 1<sup>st</sup> July 2016 at a cost of Rs. 14,000 and Rs. 1,000 was spent on its installation. The depreciation is written off at 10% on the original cost every year. The books are closed on 31<sup>st</sup> December each year. The machine was sold for Rs. 9,500 on 31<sup>st</sup> March 2018. Show the machinery account for all the years.

40. (a) Write a detailed note on 'Buyback of shares.'

Or

- (b) A Company forfeits 100 shares of Rs.10 each, originally issued at a premium of Rs.2 per share.

The shareholders paid Rs.4 per share on application but did not pay the allotment money of Rs.4 per share (including premium) and call of Rs.4 share. The share are subsequently reissued at Rs.11 per share as fully paid up.

Pass journal entries for forfeiture and reissue of shares.

---

**N-0418**

**Sub. Code**

**200221**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — Second Semester**

**FINANCIAL MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Financial decisions involve with \_\_\_\_\_
  - (a) Investment, Financing and dividend decisions
  - (b) Investment, Financing and sales decisions
  - (c) Financing dividend and cash decisions
  - (d) None of the above
  
2. Capital structure designing has nothing to do with, \_\_\_\_\_
  - (a) Profitability
  - (b) Solvency
  - (c) Flexibility
  - (d) Transferability

3. The cash flow at different time periods should be made comparable to take sound decisions by adjusting which of the following?
- (a) Timing                      (b) Timing and Risk  
(c) Risk                         (d) None of these
4. The concept that value of a rupee to be received in future is less than the value of a rupee on hand today is known as \_\_\_\_\_
- (a) Recovery Factor concept  
(b) Time value of money  
(c) Compounding Factor concept  
(d) None of the above
5. The process of calculating future value of cash flows is known as, \_\_\_\_\_
- (a) Discounting                (b) Compounding  
(c) Both of these                (d) None of these
6. Cost of capital refers to \_\_\_\_\_
- (a) Flotation cost  
(b) Dividend  
(c) Minimum Required Rate of Return  
(d) None of the above
7. Cost of capital is highest in case of, \_\_\_\_\_
- (a) Debt                         (b) Equity  
(c) Loans                        (d) Bonds

8. Cost of issue of news shares is known as, \_\_\_\_\_
- (a) Cost of Equity      (b) Cost of debt  
(c) Flotation cost      (d) WACC
9. Which of the following factors affecting the cost of capital can be controlled by the firm?
- (a) Tax rates  
(b) Dividend policy  
(c) Level of the interest rates  
(d) All of the above
10. \_\_\_\_\_ is the rate of return for the most viable investment opportunity for a company that they will forgo by selecting any other project.
- (a) Implicit cost      (b) Specific cost  
(c) Explicit cost      (d) None of the above
11. The cost independent of production, sales or earnings are known as \_\_\_\_\_
- (a) Variable cost      (b) Total cost  
(c) Fixed cost      (d) Marginal cost
12. The relationship between the operating income and earnings per share is known as \_\_\_\_\_
- (a) Financial leverage  
(b) Operating leverage  
(c) Composite leverage  
(d) Working capital leverage

13. Which of the following is not commonly used measures of leverage in financial analysis?
- (a) Operating leverage
  - (b) Financial leverage
  - (c) Combined leverage
  - (d) Matrix leverage
14. The values of the future net incomes discounted by the cost of capital are called \_\_\_\_\_
- (a) Average capital cost
  - (b) Discounted capital cost
  - (c) Net capital cost
  - (d) Net present value
15. Capital budgeting decisions are analysed with help of weighted average and for this purpose \_\_\_\_\_
- (a) Component cost is used
  - (b) Common value stock is used
  - (c) Cost of capital is used
  - (d) Asset valuation is used
16. Capital budgeting decisions are \_\_\_\_\_
- (a) Investment decisions
  - (b) Working capital management
  - (c) Marketing management
  - (d) Capital structure

17. \_\_\_\_\_ on capital is called cost of capital
- (a) Lower expected return
  - (b) Normal expected return
  - (c) Higher expected return
  - (d) None of the above
18. \_\_\_\_\_ is a project whose cash flows are not affected by the acceptance or rejection of other projects.
- (a) Risk free project
  - (b) Low cost project
  - (c) Independent project
  - (d) None of the above
19. Projects with \_\_\_\_\_ are preferred.
- (a) Lower payback period
  - (b) Normal payback period
  - (c) Higher payback period
  - (d) All of the above
20. In MM-model, irrelevance of capital structure \_\_\_\_\_
- (a) Cost of debt      (b) Cost of Equity
  - (c) Arbitrage process   (d) All of the above
21. The term “Capital Structure” refers to the relationship between \_\_\_\_\_
- (a) Debentures, preference shares and Equity share capital
  - (b) Current assets and current liabilities
  - (c) Sum of all non-current assets
  - (d) Sum of all outsiders liabilities

22. In case of net income approach the cost of Equity is, \_\_\_\_\_
- (a) Constant                      (b) Fixed  
(c) Increasing                      (d) Decreasing
23. Which market provides instrument for managing the Financial Risk?
- (a) Money market  
(b) Bond market  
(c) Derivatives market  
(d) Commodity market
24. Which market provide finance for long term purpose?
- (a) Money market              (b) Capital market  
(c) Both of these              (d) None of these
25. The smallest unit of the capital is known as,
- (a) Share                      (b) Unit  
(c) Account                      (d) Bond
26. New is issued share are related to \_\_\_\_\_
- (a) Primary market              (b) Secondary market  
(c) Daily market              (d) Fish market
27. Hire purchase act enacted in the year, \_\_\_\_\_
- (a) 1971                      (b) 1972  
(c) 1973                      (d) 1974
28. Hire purchase price - cash price \_\_\_\_\_
- (a) Total interest              (b) Down payment  
(c) Share                      (d) None of the above



29. According to Walter, the firm should retain the profits if,  
\_\_\_\_\_
- (a)  $r > k$                       (b)  $r = k$   
(c)  $r < k$                       (d) None of these
30. Stock dividend is also known as \_\_\_\_\_
- (a) Scrip dividend      (b) Bonus shares  
(c) Right shares      (d) Property dividend
31. \_\_\_\_\_ functions includes a firm's attempts to  
balance cash inflows and outflows.
- (a) Finance                      (b) Liquidity  
(c) Investment                  (d) dividend
32. What are the aspects of working capital management?
- (a) Inventory management  
(b) Receivable management  
(c) Cash management  
(d) All of the above
33. Which of the following would be found in a cash budget?
- (a) Capital expenditure  
(b) Provision for doubtful debts  
(c) Depreciation  
(d) Accrued expenditure

**Part B**

(7 × 6 = 42)

Answer **all** the questions.

34. (a) State the significance of Financial management.

Or

- (b) Distinguish between profit maximization and wealth maximization.

35. (a) Narrate the various kinds of capital investment proposal.

Or

- (b) State the nature of capital budgeting.

36. (a) Find out how much does a deposit of Rs. 5,000 grow to at the end of 6 years. if the nominal rate of interest is 12 percent and the frequency of compounding is 4 times a year?

Or

- (b) Find the present value of Rs. 1,000 receivable in the 6<sup>th</sup> year end if the rate of discount is 10 percent.

37. (a) A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket Calculate the cost of debt (before as well as after tax) if the debentures are issue at

- (i) par
- (ii) 10% discount and
- (iii) 10% premium.

Or

- (b) Write a note on ,
- (i) Financial leverage
  - (ii) Operating leverage.

38. (a) The following information is available in respect of a firm:

Capitalisation rate ( $k_e$ ) = 10%

Earning per share (E) = Rs.10

Assured rate of return on investment

(i)  $r=15\%$

(ii)  $r=8\%$

(iii)  $r=10\%$

Show the effect of dividend policy on the market price of shares using walter's model.

Or

- (b) Explain the different types of dividend policies.

39. (a) Point out the disadvantage of working capital.

Or

- (b) From the following information you are required to forecast their working capital requirement.

Projected Annual sales Rs.65,00,000.

Percentage of net profit on cost of sales 25%.

Average credit period allowed to debtor's 10 weeks.

Average credit period allowed by creditor's 4 weeks.

Average stock carrying (in terms of sales requirements) 8 weeks.

Add 10% to computed figures to allow for contingencies.

40. (a) From the following information ,calculate the optimum cash balance on the basis of Baumol model.

Monthly cash requirements Rs.60,000.

Fixed cost per transaction 10.

Interest rate on marketable securities 6% Pa.

Or

- (b) Enumerate the basic problems in the cash management.
-

**N-0419**

**Sub. Code**

**200222**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — Second Semester**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Finding ways to reduce \_\_\_\_\_ is a crucial responsibility of management
  - (a) Stress
  - (b) Dissatisfaction
  - (c) Uncertainty
  - (d) None of the above
  
2. Directing, being one of the prominent functions of HRM that falls under \_\_\_\_\_
  - (a) Operative functions
  - (b) Technical functions
  - (c) Managerial functions
  - (d) Behavioural functions

3. Which of the following fields requires a skilled HR professional?
- (a) People handling
  - (b) Clarifying
  - (c) Both (a) and (b)
  - (d) None of the above
4. What is human factor —————
- (a) Micro macro issues of socio economic factor
  - (b) Interrelated physiological psychological and socio ethical aspects of human being
  - (c) The entire concept of human behaviour
  - (d) None of the above
5. Trent analysis is a —————
- (a) Forecasting technique
  - (b) Skills inventory
  - (c) Job analysis technique
  - (d) Markov analysis
6. Quality improvement is —————
- (a) A team effort
  - (b) Archived by quality inspector
  - (c) Zero thing gone wrong
  - (d) Tough job and net feasible
7. Scenario planning is also known as which type of planning
- (a) Time
  - (b) Contingency
  - (c) Strategy
  - (d) Diversification

8. Markov analysis technique is used in human resource planning for \_\_\_\_\_ forecast.
- (a) Long term            (b) Medium term  
(c) Short term            (d) Uncertain period
9. Which of the following techniques are not connected with human resource planning
- (a) Management of change  
(b) Succession planning  
(c) Single linear regression  
(d) Markov matrix analysis
10. The content of job description includes \_\_\_\_\_
- (a) Job title condition work  
(b) Education qualification skills  
(c) Both (a) and (b)  
(d) None of the above
11. Job \_\_\_\_\_ targets expanding the content of an individuals job
- (a) Enrichment            (b) Nourishment  
(c) Enforcement            (d) Lord
12. Unions that include workers who have a common skill are \_\_\_\_\_
- (a) Craft unions            (b) Industry unions  
(c) Craft guilds            (d) Trade unions
13. Unions that only represent the interests of employees working for a single employer or enterprise are \_\_\_\_\_
- (a) Trade unions            (b) Craft unions  
(c) Enterprise unions (d) Industry unions

14. Which are the factors by which the process of job design can be affected \_\_\_\_\_
- (a) Organisational (b) Environmental  
(c) Behavioural (d) All
15. Job analysis is a process of gathering information about the \_\_\_\_\_
- (a) Job header (b) Job  
(c) Management (d) Organisation
16. How many bread sources of recruitment are there \_\_\_\_\_
- (a) 4 (b) 8  
(c) 2 (d) 6
17. Validity of a particular recruitment technique is expressed on scale of \_\_\_\_\_
- (a) 01 to 10 (b) 0 to 05  
(c) 01 to 100 (d) 0 to 01
18. Recruitment usually highlights the need for establishing \_\_\_\_\_
- (a) Job specification (b) Job analysis  
(c) Job description (d) None
19. The poor quality of selection will mean extra lost on \_\_\_\_\_ and supervision.
- (a) Training (b) Recruitment  
(c) Work quality (d) None



20. What is the main objective of the requirement and selection process?
- (a) Recruit right candidates
  - (b) Meet the high labour turn over
  - (c) To reduce cost of recruiting
  - (d) None of the above
21. \_\_\_\_\_ is a systematic and planned introduction of employees to their jobs, their co-workers and organisation
- (a) Job evaluation      (b) Investiture orientation
  - (c) Orientation          (d) Placement
22. Which type of information is conveyed by orientation?
- (a) Training and education benefit
  - (b) Job location
  - (c) Job safety requirements
  - (d) General information about the daily work routine
23. \_\_\_\_\_ Is the process of increasing the knowledge and skills for doing a particular job
- (a) Education              (b) Training
  - (c) Selection                (d) None of these
24. Pre-job training is otherwise known as \_\_\_\_\_
- (a) Orientation training
  - (b) Safety training
  - (c) Job training
  - (d) Promotional training

25. The person who was a good performer in distant part is assured to be obey at present also, this is an iq of \_\_\_\_\_ bias in performance appraisal.
- (a) Halo effect            (b) Central tendency  
(c) Horn effect            (d) Spill over effect
26. The concept of MBO was developed by \_\_\_\_\_
- (a) Elton mayo            (b) F.W. taylor  
(c) Peter drucker        (d) Philip kotlar
27. In \_\_\_\_\_ method of appraisal has to rate by elaborating strong weal points of employers behaviour
- (a) Essay                    (b) Checklist  
(c) Critical incident    (d) None
28. Following is not modern methods
- (a) Graphic creating    (b) Human asset  
(c) Bars                    (d) All
29. In an organisation the base pay is classified as being part of \_\_\_\_\_
- (a) Direct compensation  
(b) Primary compensation  
(c) Indirect compensation  
(d) Regency compensation
30. The type of rewards employee get in form of praise for successfully accomplishing goals or completing project classified as \_\_\_\_\_
- (a) Primary rewards    (b) Intrinsic rewards  
(c) Extrinsic rewards    (d) Leniency rewards

31. The payment which is made to all the employees who has cost their job is classified as \_\_\_\_\_
- (a) Outplacement bonus
  - (b) Acquisition bonus
  - (c) Transition stay bonus
  - (d) Mergel bonus
32. The number of stages include in collective bargaining process are \_\_\_\_\_
- (a) Preparation
  - (b) Initial demands
  - (c) Strikes or lab outs
  - (d) All of the above
33. Which are the two important factors on which enforcement depend on \_\_\_\_\_
- (a) Individuals personal choices and his family choices
  - (b) Individuals personal choice and his managers choice
  - (c) Individuals personal choice and the organisational climate
  - (d) The organisational and his managers choices

**Part B**

(7 × 6 = 42)

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

34. (a) What are the objectives of human resource management? explain in detail.

Or

- (b) What are the functions and concept of personnel management?

35. (a) Explain the important of human resource planning.

Or

(b) What are the points to remember for writing job description?

36. (a) What is recruitment? What are the factors affecting recruitment?

Or

(b) Who do you feel as barriers of selection, when you are a HR?

37. (a) What is the need for induction?

Or

(b) Explain the concept and significance of training.

38. (a) What is the purpose of personal appraisal?

Or

(b) Explain the methods of wage fixation.

39. (a) Define Incentives. Explain its features.

Or

(b) Explain the concept of employee relations.

40. (a) Explain the concept of employee enforcement.

Or

(b) Explain the challenging in international HRM.

**N-0420**

**Sub. Code**

**200223**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year — Second Semester**

**MARKETING MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Good marketing is no accident but a result of careful planning and \_\_\_\_\_  
(a) Promotion                      (b) Selling  
(c) Policy                              (d) Execution
  
2. Marketing Management is the \_\_\_\_\_ of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.  
(a) Art                                      (b) Science  
(c) Art and science                      (d) Management

3. The \_\_\_\_\_ holds that consumer will favor product that offer the most quality, performance, and innovative features
- (a) Production Concept
  - (b) Product Concept
  - (c) Selling Concept
  - (d) Marketing Concept
4. \_\_\_\_\_ assume - “customers who are coaxed into buying the product will like it. Or, if they don’t like it, they will possibly forget their disappointment and buy it again later”.
- (a) Production concept
  - (b) Selling concept
  - (c) Product concept
  - (d) Marketing concept
5. The analysis which helps to diagnose the competitive forces and to identify the strength and weakness is called \_\_\_\_\_
- (a) SWOT analysis
  - (b) Competitive analysis
  - (c) Structural analysis
  - (d) Financial analysis

6. Value system followed by the management of a firm as certain influence on its \_\_\_\_\_ environment
- (a) Internal                      (b) External
  - (c) Macro                        (d) Micro
7. The term marketing mix describes \_\_\_\_\_
- (a) A composite analysis of all environmental factors inside and outside the firm
  - (b) A series of business decisions that aid in selling a product
  - (c) The relationship between a firm's marketing strengths and its business weaknesses
  - (d) A blending of strategic elements to satisfy specific target markets
8. \_\_\_\_\_ sets represents 4C's of the marketing mix
- (a) Customer solution, cost, convenience, communication
  - (b) Customer, cost, convenience, comfort
  - (c) Convenience, communication, coverage, cost
  - (d) Cost, coverage, communication, consultancy
9. \_\_\_\_\_ the responsibilities of marketing strategy
- (a) Researching and developing
  - (b) Analyze the market
  - (c) Increase sales
  - (d) Marketing efforts of strategy

10. The internal factors affecting the marketing plan include \_\_\_\_\_
- (a) Size of company
  - (b) Financial resources of the company
  - (c) Channels of distribution
  - (d) All of the above
11. The stage in the product life cycle that focuses on using a cost-plus formula and creating product awareness and trial is the \_\_\_\_\_
- (a) Decline stage      (b) Introduction stage
  - (c) Growth stage      (d) Maturity stage
12. \_\_\_\_\_ not a key factor of product mix?
- (a) Demand      (b) Competition
  - (c) Transaction      (d) Profitability
13. Trade marked devices that help to identify and differentiate a brand from its competitors are called
- (a) Brand dilution      (b) Brand extension
  - (c) Brand elements      (d) Branding
14. If a company uses successful brand names to launch a new or modified product in a new category, this strategy is called \_\_\_\_\_
- (a) Brand extension      (b) Co-branding
  - (c) Line extension      (d) Multi branding
15. \_\_\_\_\_ is considered to be the internal factors of pricing decision
- (a) Demand      (b) Competition
  - (c) Supplier      (d) Product differentiation



16. \_\_\_\_\_ is a product pricing strategy by which a firm changes the highest initial price that customer will pay
- (a) Market skimming (b) Price skimming  
(c) Going Rate pricing (d) Value based pricing
17. A good distribution strategy can maximize you \_\_\_\_\_ and \_\_\_\_\_
- (a) Efficient and method  
(b) Channel and products  
(c) Method and support  
(d) Revenue and profit
18. \_\_\_\_\_ types of distribution strategy
- (a) 4 (b) 2  
(c) 3 (d) 6
19. According to consumer promotion techniques the cash refund are also classified as \_\_\_\_\_
- (a) Price pack  
(b) Sweepstakes  
(c) Point of purchase promotion  
(d) Cash rebate
20. The promotion tool such as sweepstakes event sponsorship, sample and coupons are classified in category of \_\_\_\_\_
- (a) Organisational promotion  
(b) Consumer promotion  
(c) Inbound promotion  
(d) Outbound promotion

21. Second stage in the consumer decision making model is \_\_\_\_\_
- (a) Need
  - (b) Information search
  - (c) Evaluation of alternatives
  - (d) Purchase
22. \_\_\_\_\_ is the personal communication of information, to persuade someone to buy something
- (a) Personal Selling (b) Sales Promotion
  - (c) Direct Marketing (d) Advertising
23. \_\_\_\_\_ is the benefit market segmentation
- (a) Division of market
  - (b) Goals of a target
  - (c) Segmentation of decision
  - (d) Direction of economy
24. Limitation of market segmentation includes \_\_\_\_\_
- (a) Expensive marketing and production
  - (b) Potential customers
  - (c) Group of consumers
  - (d) Money and other resources
25. \_\_\_\_\_ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
- (a) Consumer behaviour
  - (b) Consumer interest
  - (c) Consumer attitude
  - (d) Consumer perception

26. CDM stands for \_\_\_\_\_
- (a) Consumer Development Model
  - (b) Consumer Decision Mix
  - (c) Consumer Decision Making
  - (d) Consumer Development Matrics
27. \_\_\_\_\_ is not a characteristic of service marketing
- (a) Intangibility      (b) Variability
  - (c) Perishability      (d) Creativity
28. Charging customers different prices for essentially the same service is called \_\_\_\_\_
- (a) Price discrimination
  - (b) Supply and demand
  - (c) Complementary
  - (d) Substitutes
29. If a new product sells well, new firms will enter the market, ushering a(n) \_\_\_\_\_ stage.
- (a) Product growth      (b) Market growth
  - (c) Maturity      (d) Market consolidation

30. Approaches of a government towards public expenditure and revenue are known as \_\_\_\_\_
- (a) Budgets                      (b) Monetary policy  
(c) Fiscal policy                (d) Industrial policy
31. Transporting and storing goods is \_\_\_\_\_ channel function?
- (a) Inventory channel  
(b) Direct marketing channel  
(c) Physical distribution channel  
(d) Warehouse channel
32. \_\_\_\_\_ are the short term incentives like discounts, samples, etc to stimulate demand for the product.
- (a) Personal Selling    (b) Sales Promotion  
(c) Direct Marketing    (d) Advertising
33. \_\_\_\_\_ Industries receive raw materials as inputs and dispense intermediates or finished goods
- (a) Primary                      (b) Textile  
(c) Manufacturing                (d) Allied

**Part B**

(7 × 6 = 42)

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

34. (a) What is the nature and scope of marketing?

Or

- (b) Define marketing management. Explain the different marketing concepts.

35. (a) Explain the internal and external environment of the organization.

Or

(b) What is marketing mix? Explain the 4P's of marketing.

36. (a) Explain the marketing planning and strategies.

Or

(b) State the new product development process.

37. (a) Discuss the Merits and Demerits of Branding.

Or

(b) Explain Pricing policies and strategies.

38. (a) Bring out the various factors influencing channel decision.

Or

(b) What is promotion mix? Explain its importance.

39. (a) Explain the

(i) Advertising decision

(ii) Sales promotion decision

Or

(b) Explain the various criteria for effective segmentation

40. (a) Discuss about the Evolution of the study of consumer.

Or

(b) What is service Marketing? Its types.

---

**N-0421**

**Sub. Code**

**200224**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year - Second Semester**

**MERCANTILE LAW**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Public Law is divided into \_\_\_\_\_ categories.  
(a) Three (b) Four  
(c) Two (d) Eight
2. Law is either private law or \_\_\_\_\_ law  
(a) Public (b) Private  
(c) Local (d) Family
3. In Indian Contract Act, the term consensus ad idem means \_\_\_\_\_  
(a) Parties under a mistake  
(b) Parties under the free consent  
(c) Parties agreeing upon the same thing in same sense  
(d) Unsound mind.
4. Where a contract has to be inferred from the conduct of parties. it is called \_\_\_\_\_  
(a) Express contract (b) Implied contract  
(c) Tacit contract (d) Unlawful contract

5. Which type of agency is created in relation of husband – wife?
- (a) Agency of implication
  - (b) Agency of estopple
  - (c) Agency of necessity
  - (d) Agency of appointed
6. The liability of pretended agent is know as\_\_\_\_\_
- (a) liability by holding out
  - (b) liability created by law
  - (c) liability by rectification
  - (d) liability of relation
7. In Agreement to sell the transfer of property in goods from the seller to the buyer takes place
- (a) At the end of contract
  - (b) Immediately
  - (c) In a future Date
  - (d) Both (b) & (c)
8. The Negotiable Instruments Act, 1881 came into Force on\_\_\_\_\_
- (a) 9<sup>th</sup> December 1881
  - (b) 19<sup>th</sup> December 1881
  - (c) 1<sup>st</sup> March 1882
  - (d) 1<sup>st</sup> April 1882
9. \_\_\_\_\_ is the Bill Receivable account?
- (a) Personal A/c
  - (b) Machinery A/c
  - (c) Real A/c
  - (d) Nominal A/c



10. In absence of a partnership agreement, what will be the percentage of profit sharing ratio between the partners?
- (a) Unequal
  - (b) Equal
  - (c) It will depend on the experience of a partner
  - (d) It will depend on a partners capital
11. Which types of partnership have no agreement in terms of the duration of partnership?
- (a) Partnership-at-will
  - (b) Limited partnership
  - (c) General partnership
  - (d) Particular partnership
12. Authorised capital is capital authorised to be raised according to the guidelines of
- (a) SEBI
  - (b) RBI
  - (c) BOD
  - (d) Auditor
13. Minimum number of members to constitute a quorum for a public limited company is \_\_\_\_\_
- (a) 5
  - (b) 10
  - (c) 15
  - (d) 2
14. How many rights does a consumer have under the Consumer Protection Act?
- (a) 8
  - (b) 6
  - (c) 4
  - (d) 5
15. Within how many days does the opposite party have to answer after they are informed about the complaint?
- (a) 30
  - (b) 5
  - (c) 20
  - (d) 15

16. A foreign currency account maintained by a bank abroad is its \_\_\_\_\_
- (a) Nostro account      (b) Vostro account  
(c) Loro account      (d) Foreign bank account
17. The statutory basis for the administration of foreign exchange in India is
- (a) Foreign Exchange Regulation Act. 1973  
(b) Conservation of Foreign Exchange and Prevention of Smuggling Act  
(c) Foreign Exchange Management Act, 1999  
(d) Exchange Control Manual
18. When did the Competition Act. 2002, come into force?
- (a) 01 April 2004      (b) 31 March 2003  
(c) 01 May 2002      (d) 23 April 2003
19. Which section of the Competition Act, 2002 deals with the Selection Committee for Chairperson and Members of competition Commission of India?
- (a) Section 12 of the Competition Act, 2002  
(b) Section 9 of the Competition Act, 2002  
(c) Section 14 of the Competition Act, 2002  
(d) Section 20 of the Competition Act. 2002
20. The Environment Protection Act is under which of the categories of legislation?
- (a) Penal legislation  
(b) Welfare legislation  
(c) Remedial legislation  
(d) None of the above

21. Section 7 of the Environment Protection Act directs that persons carrying on any industry shall not discharge any environmental pollutants in excess of standards prescribed by\_\_\_\_\_
- (a) SPCB (b) CPCB  
(c) State Government (d) Central Government
22. In 'quid-pro-quo'. quo stands for \_\_\_\_\_
- (a) knowledge disclosed to the public  
(b) Monopoly granted for the term of the patent  
(c) Exclusive privilege of making, selling and using the invention  
(d) None of the above
23. Trademark law protects \_\_\_\_\_
- (a) Words, symbols or devices that differentiate goods or services from one another.  
(b) Only brand names  
(c) Names of specific people and places  
(d) Inventions that feature some sort of utility function
24. Information Technology Act, 2000 directed the formation of a Controller of Certifying Authorities to regulate the issuance of\_\_\_\_\_
- (a) Data license  
(b) IP address in India  
(c) Digital signatures  
(d) Internet service provider license
25. Which among the following was established under IT Act, 2000 to resolve disputes arising from the law?
- (a) Cyber Appellate Tribunal  
(b) Technology Disputes Bureau  
(c) Cyber Administrative Tribunal  
(d) IT Disputes Tribunal

26. According to MSMEDC (Micro, Small and Medium Enterprises Development) Act 2006, Micro, Small and Medium Enterprise are classified into two classes such as \_\_\_\_\_
- (a) Manufacturing and Service Enterprise
  - (b) Automobile and Electronic Enterprise
  - (c) Research and Development Sector
  - (d) Service sectors only
27. For whom was a radio jingle released by MSME ministry on 20<sup>th</sup> Sept 2017?
- (a) National SC ST Hub
  - (b) Marginalised communities
  - (c) Minority communities
  - (d) Both (a) and (c)
28. A contract to perform a promise or discharge the liability of a third party is called \_\_\_\_\_
- (a) Contract of indemnity
  - (b) Contract of agency
  - (c) Contract of guarantee
  - (d) Contract of warranty
29. The goods identified and agreed upon at the time a contract of sale is made are called \_\_\_\_\_
- (a) Ordinary goods    (b) Specified goods
  - (c) Scheduled goods    (d) None of the above
30. The term condition is defined in which of the following Section of the Sale of Goods Act 1930?
- (a) Section 12(1)        (b) Section 12(2)
  - (c) Section 12(3)        (d) Section 12(4)

31. The term company is defined under which sec of the Act?  
(a) Sec 3(1) (b) Sec4(2)  
(c) Sec 2(4) (d) Sec 1(3)
32. The undertaking contained in a promissory note, to pay a certain sum of money is \_\_\_\_\_  
(a) Conditional  
(b) Unconditional  
(c) May be conditional or unconditional depending upon the circumstances  
(d) None of the above
33. The sale of goods Act deals only with goods which are \_\_\_\_\_ in nature  
(a) Immovable (b) Movable  
(c) Specific (d) All of the above

**Part B** (7 × 6 = 42)

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

34. (a) What are the sources of mercantile law?  
Or  
(b) State the classification with regard to the forms of contracts.
35. (a) How can an agency be terminated?  
Or  
(b) State the doctrine of Caveat Emptor' and the exception to it.
36. (a) Write the circumstances under which a Negotiable instrument is discharged.  
Or  
(b) State the rights and duties of the partners.

37. (a) Define the term 'company'. Explain the characteristics of a company.

Or

(b) Explain the rights and responsibilities of a consumer under the Consumer Protection Act, 1986.

38. (a) What are the salient features of FEMA 1999?

Or

(b) What are the features of competition Act 2002?

39. (a) What are the rules of the Environment Protection Act, 1986?

Or

(b) What are the legislations covering IPRs in India?

40. (a) What is cyber crime and various kinds of computer related offences?

Or

(b) What are the types of loan facilities available in Bank for Micro, Small and Medium Enterprises?

---

**N-0422**

**Sub. Code**

**200231**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year - Third Semester**

**E- COMMERCE**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

**(33 × 1 = 33)**

Answer **all** questions.

1. Major transactions in E-Commerce is
  - (a) Buying and Selling a product over internet
  - (b) A study of commerce in internet
  - (c) Electronic communication
  - (d) Giving Advice
  
2. A \_\_\_\_\_ is the set of planned activities designed to result in a profit in a marketplace.
  - (a) Business model      (b) Profit model
  - (c) Business plan      (d) Revenue model
  
3. \_\_\_\_\_ is used to transfer files on World Wide Web.
  - (a) HTML                  (b) XLS
  - (c) HTTP                  (d) DOC

4. The bidding technique in which only one bid is submitted by sellers is classified as \_\_\_\_\_
- (a) Equalizing bid auctions
  - (b) Descending bids auctions
  - (c) Ascending bids auctions
  - (d) Sealed bid auctions
5. An \_\_\_\_\_ represents data as two-dimensional tables with records organized in rows and attributes in columns.
- (a) Database management system
  - (b) Data warehouse
  - (c) SQL query
  - (d) Relational database
6. The component of TCP/IP that provides the Internet's addressing scheme and is responsible for the actual delivery of packets is \_\_\_\_\_
- (a) TCP
  - (b) IP
  - (c) the Network Layer
  - (d) the Application Layer
7. \_\_\_\_\_ describes the format in which the web pages should appear and how the text and graphics should be placed.
- (a) HTTP
  - (b) HTML
  - (c) SMTP
  - (d) IMAP



8. \_\_\_\_\_are networks that connect people within a company to each other and to the company network
- (a) Bitstreams           (b) Extranets  
(c) Internets           (d) Intranets
9. All of the following are factors in optimizing Web site performance except \_\_\_\_\_
- (a) Page retrieval      (b) Page generation  
(c) Page delivery      (d) Page content
10. The most common form of securing channels is through
- (a) S-HTTP           (b) VPNs  
(c) SSL           (d) PPTP
11. SSL stands for \_\_\_\_\_
- (a) Socket Secure Layer  
(b) Secondary Segment Layer  
(c) Secure Sockets Layer  
(d) Secure System Layer
12. EDI stands for
- (a) Electronic Data Interchange  
(b) Election Data Information  
(c) Electronic Display Information  
(d) Easy Data Interchange
13. \_\_\_\_\_ is a secure method of accessing or sending information across a web page.
- (a) HTTPS           (b) HTTP  
(c) FTP           (d) SMTP

14. \_\_\_\_\_ is a program that you can run from the DOS prompt in the Windows operating system in order to check the connection between your client and the server.
- (a) Ping                      (b) Telnet  
(c) Traced                    (d) SSL
15. \_\_\_\_\_ is not a domain
- (a) .org                        (b) .gov  
(c) .com                       (d) .trust
16. \_\_\_\_\_ marketing is the Internet version of word-of-mouth marketing.
- (a) Visceral                 (b) Virile  
(c) Viral                      (d) Virtual
17. The solution for all business needs is \_\_\_\_\_
- (a) EDI                        (b) ERP  
(c) SCM                       (d) E-Commerce
18. The fastest growing form of online advertising is \_\_\_\_\_
- (a) Banner ads  
(b) Pop-up ads  
(c) Rich media/video ads  
(d) Pop-under ads
19. All of the following are examples of 2G wireless phone technologies except \_\_\_\_\_
- (a) CDMA                      (b) W-CDMA  
(c) TDMA                      (d) GSM

20. SCM is a game of 4 C's = Collaboration; Co-operation; Co-ordination and: \_\_\_\_\_
- (a) Controlling            (b) Connectivity  
(c) Communication       (d) Customer
21. \_\_\_\_\_ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products
- (a) SCM                      (b) Networking  
(c) E-Commerce            (d) EDI
22. A security plan begins with a(n) is \_\_\_\_\_
- (a) Security policy  
(b) Risk assessment  
(c) Implementation plan  
(d) Security organization
23. The most common type of Internet crime according to the IC3 is \_\_\_\_\_
- (a) Credit card fraud    (b) Check fraud  
(c) Non-delivery            (d) Auction fraud
24. The most prevalent online payment method is \_\_\_\_\_
- (a) PayPal                    (b) Checks  
(c) Credit cards            (d) Debit

25. In credit/debit cards, CVV stands for \_\_\_\_\_
- (a) Credit Verification Value
  - (b) Card Verification Value
  - (c) Card Validity Value
  - (d) Credit Verification Visual
26. The most popular type of auction on eBay is the \_\_\_\_\_
- (a) Dutch Internet auction
  - (b) Name Your Own Price auction
  - (c) English auction
  - (d) Professional service auction
27. Malicious hackers who act with the intention of causing harm are \_\_\_\_\_
- (a) White hats
  - (b) Black hats
  - (c) Grey hats
  - (d) Brown hats
28. The set of applications and technologies that allow users to create, edit, and distribute content online is known as \_\_\_\_\_
- (a) Internet
  - (b) social networking
  - (c) virtual life
  - (d) Web 2.0
29. The redirection of traffic from a legitimate site to an infringing site is called \_\_\_\_\_
- (a) Cybersquatting
  - (b) Cyberpiracy
  - (c) Metatagging
  - (d) Keywording
30. Any message exceeding a network-defined maximum length is broken up into shorter units, known as \_\_\_\_\_
- (a) Data
  - (b) Information
  - (c) Packets
  - (d) Sockets

31. The only payment system that is instantly convertible without intermediation is \_\_\_\_\_
- (a) Credit card      (b) Accumulating balance  
(c) Stored value      (d) Cash
32. \_\_\_\_\_ is a term used to describe a computing model for the development of computerized systems
- (a) Client/Server      (b) Hardware  
(c) Software      (d) Internet
33. Which of the following portal revenue models involves charging for premium content?
- (a) ISP services      (b) General advertising  
(c) Subscription fees      (d) Tenancy deals

**Part B**      (7 × 6 = 42)

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

34. (a) State the prerequisites of E-Commerce.

Or

- (b) Explain about the steps to develop the e-commerce website.

35. (a) Discuss about the components of internet.

Or

- (b) Narrate the different types of Internet Connections.

36. (a) Write about the various protocols used in TCP/IP suite.

Or

(b) Discuss the importance of using XML based technology in Business.

37. (a) Describe about the E-marketing and its benefits.

Or

(b) Write about the vulnerabilities of internet site.

38. (a) Discuss about the steps for electronic payment.

Or

(b) Explain the need to adopt E-CRM.

39. (a) Describe the Components of Electronic SCM.

Or

(b) List out the working principle of WAP.

40. (a) Briefly explain about the knowledge creating process.

Or

(b) Explain about the National Electronic Fund Transfer.

---

**N-0423**

**Sub. Code**

**200232**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year — Third Semester**

**AUDITING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

All questions carry equal marks.

1. Auditor is an \_\_\_\_\_ of a shareholder
  - (a) Owner
  - (b) Agent
  - (c) Employer
  - (d) Creditor
2. Statutory Report should be sent to register before \_\_\_\_\_ days of statutory meeting
  - (a) 30 days
  - (b) 14 days
  - (c) 21 days
  - (d) 35 days
3. \_\_\_\_\_ Audit refers to the evaluation of company's performance against planned goals in the areas of social responsibility.
  - (a) Cost audit
  - (b) Social audit
  - (c) Management audit
  - (d) Statutory audit

4. \_\_\_\_\_ audit is not a statutory requirement  
(a) Management (b) Financial  
(c) Tax Audit (d) Cost
5. \_\_\_\_\_ is a written plan containing details with regard to the conduct of a particular audit.  
(a) Audit Note Book (b) Audit programme  
(c) Audit files (d) Auditing Planning
6. A fixed audit programme is also called a \_\_\_\_\_ Programme.  
(a) Tailor Made (b) Man Made  
(c) Auditing Made (d) Verification Made
7. A \_\_\_\_\_ report is one which contains the opinion of the auditor subject to certain conditions.  
(a) Unqualified (b) Qualified  
(c) Clean (d) Unclean
8. The audit which is not a statutory requirement, but is conducted at the desire of owner, is known as :  
(a) Private audit  
(b) Balance sheet audit  
(c) Operational audit  
(d) Efficiency audit
9. Government audit is conducted by the department maintained by government of India is known as  
(a) Cost and Audit Department  
(b) Accounts and Audit Department  
(c) Tax and Audit Department  
(d) GST and Audit Department



10. Early detection of frauds and errors are possible in which type of audit
- (a) Statutory Audit (b) Internal Audit  
(c) Interim Audit (d) Continuous Audit
11. Audit conducted to know whether or not books of accounts are maintained as per companies Act, 2013:
- (a) Performance audit  
(b) Balance sheet audit  
(c) Secretarial audit  
(d) Tax audit
12. Audit conducted to check whether the various activities of the organisation are carried out efficiently is known as
- (a) Internal audit  
(b) Interim audit  
(c) Balance sheet audit  
(d) Performance audit
13. Who is called father of modern accountancy who also described the duties and responsibility of auditor?
- (a) FW Taylor (b) Spicer and Pegler  
(c) Luca Paciolo (d) Betliboi
14. The \_\_\_\_\_ is also expected to provide the resources needed and select staff member to accompany the auditors
- (a) Auditor (b) Client  
(c) Internal auditor (d) Auditee
15. Audit committee shall constitute minimum \_\_\_\_\_ directors where independent directors forming majority
- (a) Three (b) Four  
(c) Five (d) Seven

16. Audit report is meant for the \_\_\_\_\_ of the company
- (a) Shareholder (b) Creditors  
(c) Banker (d) Employees
17. Institute of chartered accountants of India is a \_\_\_\_\_
- (a) Autonomous body (b) Co-operative body  
(c) Private body (d) Investigation body
18. Which of the following is suitable form of audit when there exists strong internal check system
- (a) Continuous Audit (b) Periodical audit  
(c) Interim audit (d) Partial audit
19. Audit which is done at the time of admission of a new partner is called \_\_\_\_\_
- (a) Casual Audit (b) Standard Audit  
(c) Partial Audit (d) Interim Audit
20. In which of the following of Audit there remain no scope of alteration in figures
- (a) Continuous Audit (b) Periodical Audit  
(c) Standard Audit (d) Partial Audit
21. In a big organisation where numbers of transaction are numerous, audit check \_\_\_\_\_
- (a) All transaction  
(b) Some transaction selected as sampled  
(c) All transaction of some months  
(d) Some transactions of each month

22. Balance sheet does not include
- (a) Verification of assets and Liabilities
  - (b) Vouching of income and expenses accounts related to
  - (c) Examination of adjusting and auditing assets and liabilities and closing entries
  - (d) Routine work
23. The process of distribution of work among employees according to their ability is known as \_\_\_\_\_
- (a) Internal audit      (b) Internal control
  - (c) Internal Check      (d) Checking audit
24. Various entries such as adjustment transfer, rectification of errors, opening and closing entries etc. are recorded in \_\_\_\_\_
- (a) Cash book              (b) Purchase register
  - (c) Sales register          (d) Journal proper
25. Which of the following does not require physical verification?
- (a) Stock                      (b) Plant
  - (c) Goodwill                  (d) Loose tools
26. Appropriate method of depreciation on assets taken on lease is \_\_\_\_\_
- (a) Fixed instalment
  - (b) Written down value method
  - (c) Annuity method
  - (d) Sinking fund method

27. If an auditor has misapplied money of the company, he may be held liable for \_\_\_\_\_
- (a) Negligence
  - (b) Misfeasance
  - (c) Criminal liability
  - (d) Contractual liability
28. Which type of report is giving by auditors when accounts of the company give a true and fair view of the company?
- (a) Unqualified report
  - (b) Qualified report
  - (c) Interim report
  - (d) Final report
29. "The term investigation implies an examination of the accounts of a business for some special purpose", this is defined by?
- (a) Spicer and Pegler
  - (b) Lacaster
  - (c) Dicksee
  - (d) Betliboi
30. In management audit, evaluation is being done of the?
- (a) Cost accounts
  - (b) Financial accounts
  - (c) Managerial functions and policies
  - (d) Assets and liabilities
31. When the audit of company accounts was made compulsory in India
- (a) 1894
  - (b) 1914
  - (c) 1947
  - (d) 1952

32. Process of verify the documentary evidences of transaction are known as \_\_\_\_\_
- (a) Auditing
  - (b) Testing
  - (c) Vouching
  - (d) Verification
33. The fundamental objective of the audit of a company is to \_\_\_\_\_
- (a) Protect the interest of the minority shareholder
  - (b) Detect and prevent errors and fraud
  - (c) Assess the effectiveness of the company performance
  - (d) Attest to the credibility of the company accounts

**Part B**

(7 × 6 = 42)

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

34. (a) What are the main objectives of internal audit?

Or

- (b) "The work of auditing begins where the work of Accountancy ends" Discuss.

35. (a) What are the advantages and disadvantages of continuous audit?

Or

- (b) Briefly explain the audit procedures as to verification and valuation of stock-in-trade.

36. (a) Describe the provisions in the Companies Act for the appointment of an auditor of a company.

Or

(b) Explain the different techniques for auditing in an EDP environment.

37. (a) What are the various types of Audit Report?

Or

(b) Distinguish between External audit and internal audit?

38. (a) What are the personal qualities required for an auditor.

Or

(b) What are the duties of an auditor with regard to verification of Sundry Debtors?

39. (a) Explain the power and duties of an auditors.

Or

(b) Explain in details the procedure of any one type of investigation.

40. (a) What are the steps to be taken by an auditor before commencing a new audit?

Or

(b) Explain how an investigator will conduct an investigation on behalf of a purchaser of business.

**N-0424**

**Sub. Code**

**200233**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year — Third Semester**

**MERCHANT BANKING AND FINANCIAL SERVICES**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Formal merchant banking activity in India was originated in —————.  
(a) 1978                      (b) 1969  
(c) 1769                      (d) 1987
2. In India, merchant-banking activity was originated with the merchant banking division set up by the —————.  
(a) Barclays bank      (b) Grind lays bank  
(c) Yes bank              (d) None of the above
3. The first bank to set up a separate merchant banking division in India.  
(a) Punjab national bank  
(b) Standard chartered bank  
(c) National and Grind lays bank  
(d) National city bank

4. In simple terms, the management of issues for raising funds through various types of instruments by companies is known as \_\_\_\_\_.
- (a) Lead management
  - (b) Merchant banking
  - (c) Issue management
  - (d) Public issue management
5. Category I merchant bankers can act as \_\_\_\_\_.
- (a) Only as advisor
  - (b) Underwriter
  - (c) Consultant
  - (d) All issue management function
6. The minimum underwriting obligation of a lead merchant bankers \_\_\_\_\_ of the total underwriting commitment.
- (a) 15%
  - (b) 5%
  - (c) 50%
  - (d) 10%
7. An \_\_\_\_\_ relieves the company of the risk and uncertainty of marketing the securities.
- (a) Underwriter
  - (b) Shareholder
  - (c) Banker
  - (d) Debenture holder
8. \_\_\_\_\_ is a market for financial assets which have a long or indefinite maturity.
- (a) Financial market
  - (b) Capital market
  - (c) Money market
  - (d) None of the above



9. \_\_\_\_\_ is regarded as the fourth element of the financial system.
- (a) Financial services
  - (b) Financial markets
  - (c) Financial instruments
  - (d) Financial institution
10. Functions of financial services exclude
- (a) Mobilization of savings
  - (b) Allocation of fund
  - (c) Specialized services
  - (d) Collection of tax
11. The term \_\_\_\_\_ is defined as a central location for keeping securities on deposit.
- (a) Depository                      (b) Instrument
  - (c) Institutions                      (d) None of the above
12. It acts like a bank and keeps securities in electronic form on behalf of the investor
- (a) Depository Participant
  - (b) Depository
  - (c) Stock exchange
  - (d) None of the above
13. \_\_\_\_\_ Refers to investment in diversified portfolio with a view to spreading and minimizing the risk.
- (a) Merchant banking
  - (b) Mutual fund
  - (c) Leasing
  - (d) Securitization of fund

14. The best suited to the business people is \_\_\_\_\_.
- (a) Income fund      (b) Balance fund  
(c) Growth fund      (d) Taxation fund
15. Mutual funds are very popular in \_\_\_\_\_.
- (a) U.S.A.              (b) UK  
(c) Japan                (d) India
16. Which of the following is not a fee-based financial service?
- (a) Corporate counseling  
(b) Lease financing  
(c) Profit management  
(d) Issue management
17. The average lease agreements involves \_\_\_\_\_.
- (a) Three parties      (b) Four parties  
(c) Two parties        (d) Five parties
18. Under hire purchase system, \_\_\_\_\_ has the right to sell.
- (a) Vendee/hirer      (b) Hirer vendor  
(c) Debtor              (d) None of the above
19. Hire purchase system is governed by \_\_\_\_\_.
- (a) Hire purchase system  
(b) Sale of goods Act  
(c) Instalment Act  
(d) Company Act 1956

20. When a larger company acquires the smaller company and absorbs the business of the smaller company can be termed as \_\_\_\_\_.
- (a) Merger                      (b) Acquisition  
(c) Expansion                  (d) All of the above
21. When two companies of similar size combine to form a new single entity is called \_\_\_\_\_.
- (a) Merger                      (b) Acquisition  
(c) Expansion                  (d) All of the above
22. An investor invests in assets known as a \_\_\_\_\_.
- (a) Securities                  (b) Block of Assets  
(c) Portfolio                    (d) None of the above
23. Who is called a father of fundamental analysis \_\_\_\_\_.
- (a) Benjamin Graham  
(b) Tinbergen  
(c) William  
(d) Elliot Wave
24. Technical analysis is useful \_\_\_\_\_.
- (a) To make an estimate of growth in a stock market  
(b) To find out the market forces influencing stock market  
(c) To indicate the direction of the overall market  
(d) To analyze the economic activity of government
25. The concept of securitization is associated with \_\_\_\_\_.
- (a) Capital market              (b) Money market  
(c) Debt market                  (d) Foreign exchange market

26. In the case securitization the trade debts and receivable are mostly in the nature of \_\_\_\_\_.
- (a) Short term
  - (b) Medium term
  - (c) Long term
  - (d) Both medium term and long term
27. Which one the following is a short-term debt instrument?
- (a) Preferred stock
  - (b) Pass through certificate
  - (c) Asset based commercial paper
  - (d) Principal only certificate
28. The venture capital process involves post investment Services is also called \_\_\_\_\_.
- (a) Investment nurturing
  - (b) Turn around financing
  - (c) Seed money
  - (d) None of these
29. \_\_\_\_\_ is a financial intermediary who helps to mobilize and transfer capital from those who possess it to those who need it.
- (a) Lease finance
  - (b) Venture capital
  - (c) Merchant banker
  - (d) Hire purchaser
30. \_\_\_\_\_ act as an intermediary to link up the sources of ideas and the sources of fund.
- (a) Venture capital
  - (b) Merchant banking
  - (c) Leasing
  - (d) None of these

31. \_\_\_\_\_ is a fluid based financial service, provides resources of finance receivable as well as facilities the collection of receivables.
- (a) Leasing                      (b) Hedge finance  
(c) Merchant banker   (d) Factoring
32. \_\_\_\_\_ refers to the process of managing the sales register of a client by a financial services Company.
- (a) Merchant banking  
(b) Mutual Fund  
(c) Leasing  
(d) Factoring
33. Trade debt have to be assigned in favour of the financing company under \_\_\_\_\_.
- (a) Discounting              (b) Forfaiting  
(c) Factoring                  (d) All of the above

**Part B**    (7 × 6 = 42)

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

34. (a) State the services of Merchant Banking.
- Or
- (b) Explain the Qualities Required for Merchant Bankers.
35. (a) Bring out the General guidelines for New issues shares.
- Or
- (b) Narrate the different types of Foreign Bonds.

36. (a) Explain the Modus Operandi of E-Trading.

Or

(b) Write a short notes on the Depository System in India.

37. (a) State the importance of Mutual Funds.

Or

(b) Distinction between a financial lease and Operating lease.

38. (a) Explain the Features of Hire Purchase.

Or

(b) What are the Benefits of Mergers and Acquisitions?

39. (a) Explain the Elements of Portfolio management.

Or

(b) What are difference between the Securitisation and Factoring?

40. (a) Write a short notes on Credit Rating Agencies in India.

Or

(b) Explain the functions of factoring.

**N-0425**

**Sub. Code**

**200234**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Third Semester**

**MANAGERIAL ECONOMICS**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Economics was classified into micro and macro by \_\_\_\_\_.  
(a) Ragnar Frisch      (b) Adam Smith  
(c) J M Keynes      (d) A C Pigou
2. In case of \_\_\_\_\_ demand, a slight change in the price will make greater change in demand.  
(a) Inelastic      (b) Elastic  
(c) Perfectly elastic      (d) Perfectly inelastic
3. \_\_\_\_\_ is micro economic theory.  
(a) Demand theory      (b) Price theory  
(c) Income theory      (d) None of these
4. “Law of variable proportions” is also known as \_\_\_\_\_.  
(a) Law of Diminishing Returns  
(b) Law of Increasing Returns  
(c) Law of Constant Returns  
(d) Law of demand

5. \_\_\_\_\_ in economics means demand backed up by enough money to pay for the goods demanded”.
- (a) Utility                      (b) Consumption  
(c) Supply                      (d) Demand
6. In economics, desire backed by purchasing power is known as \_\_\_\_\_.
- (a) Utility                      (b) Demand  
(c) Consumption              (d) Scarcity
7. \_\_\_\_\_ means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences.
- (a) Demand planning (b) Demand forecasting  
(c) Demand analysis (d) Demand estimation
8. \_\_\_\_\_ is known as the ‘first law in market’.
- (a) Law of supply              (b) Law of consumption  
(c) Law of demand            (d) Law of production
9. The relationship between price and quantity demanded is \_\_\_\_\_.
- (a) Direct                      (b) Inverse  
(c) Linear                      (d) Non-linear
10. Basic assumptions of law of demand include
- (a) Prices of other goods should change  
(b) There should be substitute for the commodity  
(c) The commodity should not confer any distinction  
(d) The demand for the commodity should not be continuous



11. In the case of \_\_\_\_\_ Consumer may moves to higher or lower demand curve.
- (a) Extension of demand
  - (b) Contraction of demand
  - (c) Shift in demand
  - (d) Slopes in demand
12. Demand for electricity is an example of \_\_\_\_\_.
- (a) Composite demand
  - (b) Derivative demand
  - (c) Joint demand
  - (d) Direct demand
13. Perfect elasticity is known as \_\_\_\_\_.
- (a) Finite elastic      (b) Infinite elastic
  - (c) Unitary elastic      (d) Zero elastic
14. The proportionate change in the quantity demanded of a commodity in response to change in the price of another related commodity is called \_\_\_\_\_.
- (a) Price elasticity      (b) Related elasticity
  - (c) Cross elasticity      (d) Income elasticity
15. Outlay method of measurement of elasticity is also called as \_\_\_\_\_.
- (a) Percentage method
  - (b) Expenditure method
  - (c) Point method
  - (d) Geometric method

16. \_\_\_\_\_ Measures the differences between the new total revenue and existing total revenue.
- (a) Average revenue (b) Total revenue  
(c) Marginal revenue (d) Incremental revenue
17. Fixing high price during the introduction is called \_\_\_\_\_.
- (a) Skimming (b) Penetrating  
(c) Full cost pricing (d) Target pricing
18. The firm charges price in tune with the industry's price is called \_\_\_\_\_.
- (a) Competitive pricing  
(b) Going rate pricing  
(c) Tune pricing  
(d) Target pricing
19. Pricing is done on the basis of managerial decisions, not on the basis of cost, demand etc \_\_\_\_\_.
- (a) Managerial pricing  
(b) Administered pricing  
(c) Full cost pricing  
(d) Competitive pricing
20. Under the Marginal cost pricing, the price is determined on the basis of; \_\_\_\_\_.
- (a) Fixed cost (b) Variable cost  
(c) Total cost (d) Average cost

21. In a perfectly competitive market, individual firm \_\_\_\_\_.
- (a) Cannot influence the price of its product
  - (b) Can influence the price of its product
  - (c) Can fix the price of its product
  - (d) Can influence the market force
22. The market with a single producer \_\_\_\_\_.
- (a) Perfect competition
  - (b) Monopolistic competition
  - (c) Oligopoly
  - (d) Monopoly
23. Average revenue is the revenue per \_\_\_\_\_.
- (a) Unit commodity sold
  - (b) Total commodity sold
  - (c) Marginal commodity sold
  - (d) Average commodity sold
24. The condition for the long run equilibrium of a perfectly competitive firm
- (a)  $\text{Price}=\text{MC}=\text{AC}$       (b)  $\text{Price}=\text{TC}$
  - (c)  $\text{MC}=\text{AVC}$             (d)  $\text{MC}=\text{MR}$
25. The no. of firms under oligopoly is \_\_\_\_\_.
- (a) 1                              (b) 2
  - (c) Many                        (d) Few
26. The function of combining the other factors of production is done by \_\_\_\_\_.
- (a) Land                        (b) Labour
  - (c) Capital                      (d) Entrepreneurship

27. The factors used in the production \_\_\_\_\_.
- (a) Land and labor
  - (b) Capital and entrepreneurship
  - (c) Both (a) and (b)
  - (d) Only capital
28. A cost that has already been committed and cannot be recovered known as: \_\_\_\_\_.
- (a) Sunk cost                      (b) Total cost
  - (c) Full cost                      (d) Variable cost
29. The marginal revenue equation can be derived from the: \_\_\_\_\_.
- (a) Demand equation   (b) Supply equation
  - (c) Cost equation        (d) Price equation
30. \_\_\_\_\_ is situation of severely falling prices and lowest level of economic activities.
- (a) Boom                      (b) Recovery
  - (c) Recession                (d) Depression
31. Functional relationship between input and output known as
- (a) Conversion                (b) Production function
  - (c) Work in progress   (d) Output function
32. In business cycle concept, the period of “long wave” is of;
- (a) 25 years                      (b) 50 years
  - (c) 100 years                      (d) 200 years

33. In business cycle concept, the period (approximately) of “Kit chin cycle” is of:
- (a) 5 years                      (b) 10 months  
(c) 2 years                      (d) 4 months

**Part B**

(7 × 6 = 42)

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

34. (a) Briefly explain the importance of managerial economics.

Or

- (b) Write a short note on the determinants of demand.

35. (a) Analyze the features of good forecasting method.

Or

- (b) What are the factors determining the elasticity of supply?

36. (a) How the cost of production is calculated?

Or

- (b) How cost is considered as a factor to the success of the firm?

37. (a) Elaborate on the Profit maximization models with suitable examples.

Or

- (b) Why revenue analysis is important in Managerial Economics?

38. (a) How the Price output determination is calculated in short run of the firm under perfect competition?

Or

- (b) Discuss Monopoly on imperfect competition.

39. (a) State out the basic concepts of Macro economics.

Or

(b) Marginal efficiency of Capital and Business Expectations – Elucidate.

40. (a) List out the instruments of economic stability.

Or

(b) Write in detail on the various theories of business cycles.

---

**N-0426**

**Sub. Code**

**200241**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**INSURANCE MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The term risk may be defined as \_\_\_\_\_.
  - (a) The possibility of adverse results flowing from any occurrence
  - (b) The possibility of an outcome being different from the expected one
  - (c) Both (a) and (b)
  - (d) None of the above
2. Risk of premature death is a \_\_\_\_\_.
  - (a) Financial risk      (b) Personal risk
  - (c) Dynamic risk      (d) Subjective risk
3. Insurance is a risk management technique involving: \_\_\_\_\_.
  - (a) Risk retention      (b) Risk avoidance
  - (c) Loss control      (d) Risk transfer

4. The first step in risk management process is \_\_\_\_\_.
- (a) Risk avoidance      (b) Risk identification  
(c) Insurance              (d) Risk evaluation
5. Risk management follows a systematic process which involves \_\_\_\_\_ steps.
- (a) Two                      (b) Three  
(c) Four                      (d) Five
6. The insurance plays a role in the economic development of the country in following ways \_\_\_\_\_.
- (a) Release capital for new investments  
(b) The job potential increases  
(c) Money collected is invested in infrastructure  
(d) All of the above
7. Insurance Sector in India is regulated by IRDA. What is full name of IRDA?
- (a) Insurance Regulating and Development Agency  
(b) Insurance Rules and Development Authority  
(c) Insurance Rules and Deployment Authority  
(d) Insurance Regulatory and Development Authority
8. When was IRDA Act passed?
- (a) 1972                      (b) 1999  
(c) 1989                      (d) 2000
9. Which of the following sections of the insurance Act 1938 deals with licensing of insurance agents?
- (a) Sec-42                      (b) Sec-40  
(c) Sec-39                      (d) Sec-38



10. Life insurance policies are issued for \_\_\_\_\_ years duration.
- (a) 15-20                      (b) 5-10  
(c) 10-15                      (d) 10-20
11. On the death of the bread-earner, two losses occur in the family-one is loss of human life and the other \_\_\_\_\_.
- (a) Earning power of family  
(b) Loss of insurance  
(c) Loss of investments  
(d) Loss of bank deposits
12. A nomination can be made only in favour of \_\_\_\_\_.
- (a) Any individual  
(b) Spouse and children with guardian  
(c) Spouse and minor children  
(d) Parents, spouse and children
13. Fire Insurance is based on the principle of \_\_\_\_\_.
- (a) Utmost good faith    (b) Insurable interest  
(c) Indemnity              (d) Co-operation
14. Fire insurance is a personal contract because \_\_\_\_\_.
- (a) It is a contract of utmost good faith  
(b) It is a contract of insurable interest  
(c) The contract does not insure the safety of the property but only the insured from pecuniary loss due to fire  
(d) None of the above

15. Constructive total loss in marine insurance means \_\_\_\_\_.
- (a) Same as total loss
  - (b) A partial loss
  - (c) The loss caused is so huge that the cost of repairs would exceed the actual amount, so it is adjudged as a total loss
  - (d) A loss which is not covered
16. Total loss in motor insurance means \_\_\_\_\_.
- (a) Confiscation of the vehicle by RTA
  - (b) Partial damage to the vehicle
  - (c) Theft of the vehicle
  - (d) Total damage to the vehicle
17. In India, Motor Vehicle Act was passed in the year \_\_\_\_\_.
- (a) 1947
  - (b) 1939
  - (c) 1903
  - (d) 1930
18. The oldest life insurance company in existence today is the society for the equitable assurance of lives and survivorship, known as \_\_\_\_\_.
- (a) Equitable insurance
  - (b) Old equitable
  - (c) Society for insurance
  - (d) None of these
19. The Sanskrit term \_\_\_\_\_, the name of LIC of India corporate headquarters, is found in Rig Veda.
- (a) Yogaraksha
  - (b) Yogakarma
  - (c) Yogakshema
  - (d) All of these

20. Which of the following types of insurance is mandatory?
- (a) Motor Own Damage
  - (b) Motor Third Party Legal Liability
  - (c) Personal Accident Insurance
  - (d) Product Liability
  - (e) Professional Liability
21. The \_\_\_\_\_ company was the first insurance company to be set up in India to help the widows of the European community.
- (a) Life insurance corporation of India
  - (b) Oriental Life Insurance Company
  - (c) National insurance company
  - (d) Bajaj insurance
22. Committee constituted to reform insurance sector constituted in the 1993 was headed by \_\_\_\_\_.
- (a) R.N. Malhotra
  - (b) S. Narasimham
  - (c) Manmohan Singh
  - (d) Rangaraja
23. According to \_\_\_\_\_ model, an insurance company markets its products almost exclusively through the distribution channel of its banking parents.
- (a) The partnership model
  - (b) The joint venture model
  - (c) The captive model
  - (d) None of the above
24. Life insurance and general insurance are divided on the basis of:
- (a) Nature of insurance
  - (b) Risk point of view
  - (c) Business point of view
  - (d) None of the above

25. Direct marketing channel is also known as \_\_\_\_\_.
- (a) Zero-level channel (b) One-level channel  
(c) Two-level channel (d) Three-level channel
26. Distribution of insurance products through bank is called \_\_\_\_\_.
- (a) Clod canvassing (b) Bankassurance  
(c) Nest (d) Referred leads
27. What kind of insurance company is People First Insurance Inc?
- (a) Stock company  
(b) Captive insurance company  
(c) Mutual insurance company  
(d) Lloyd's insurance market
28. Insurance Ombudsman is open to all individuals whose claim amount is less than:
- (a) Rs. 1 Crore (b) 20 crores  
(c) 20 lakhs (d) 10 lakhs
29. RPG rule 1988 set up an institution for building the confidence of the policy holders in insurance.
- (a) Management (b) Ombudsman  
(c) Council (d) Committee
30. IAIS stands for \_\_\_\_\_.
- (a) Internal Association of Insurance Supervisors  
(b) International Association of Insurance Supervisors  
(c) International Academy of Insurance Supervisors  
(d) International Association of Insurance Surveyors

31. The \_\_\_\_\_, has allowed cooperative societies to carry on insurance business.
- (a) Insurance (amendment) Act, 2000
  - (b) Insurance (amendment) Act, 2001
  - (c) Insurance (amendment) Act, 2002
  - (d) Insurance (amendment) Act, 2003
32. \_\_\_\_\_ is the distribution of insurance products through the bank's distribution channels.
- (a) Double insurance (b) Reinsurance
  - (c) Treaty insurance (d) Banc-assurance
33. Reinsurance also termed as \_\_\_\_\_.
- (a) Double insurance
  - (b) Reinsurance of reinsurance
  - (c) Insurance of insurance
  - (d) None of these

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the importance of risk management.
- Or
- (b) State and explain the significant aspects of insurance company.
35. (a) What are the problems associated with public insurance companies?
- Or
- (b) Outline the recent development in the insurance sector in India.

36. (a) Narrate the advantages of life insurance.

Or

(b) Describe the different kinds of Marine insurance policy.

37. (a) What are the risks covered under motor insurance?

Or

(b) What are the components of the distribution system of life insurance companies?

38. (a) Mention the various steps of risk management.

Or

(b) What are steps involved in the process of insurance underwriting?

39. (a) Explain the types of documents needed in various of claims.

Or

(b) Discuss about the health insurance in India.

40. (a) Write a short notes on Insurance Ombudsman.

Or

(b) What is reinsurance? What are its Characteristics?

**N-0427**

**Sub. Code**

**200242**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**BUSINESS STATISTICS**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part – A**

**(33 × 1 = 33)**

Answer **all** questions.

1. The numerical methods and graphical methods are specialized procedures used in
  - (a) Social statistics
  - (b) Business statistics
  - (c) Descriptive statistics
  - (d) Education statistics
2. Data are generally obtained from \_\_\_\_\_
  - (a) Primary sources (b) Secondary sources
  - (c) Both the sources (d) None of the above
3. The median, mode, deciles and percentiles are all considered as measures of \_\_\_\_\_
  - (a) Mathematical averages
  - (b) Population averages
  - (c) Sample averages
  - (d) Averages of position

4. If the arithmetic mean is 25 and the harmonic mean is 15 then geometric mean is \_\_\_\_\_
- (a) 17.36                      (b) 16.36  
(c) 15.36                      (d) 19.36
5. The probability of getting 7 in throwing a dice is \_\_\_\_\_
- (a)  $\frac{1}{7}$                               (b)  $\frac{1}{6}$   
(c) 1                                (d) 0
6. When a coin is tossed, the occurrence of head and the occurrence of tail are \_\_\_\_\_
- (a) Mutually exclusive event  
(b) Non-mutually exclusive event  
(c) Independent events  
(d) Dependent events
7. If the  $\mu$  is equal to 8 then the standard deviation of exponential probability distribution is \_\_\_\_\_
- (a) 0.425                      (b) 0.125  
(c) 0.225                      (d) 0.325
8. In binomial probability distribution, the success and failure generated by the trial is respectively denoted by \_\_\_\_\_
- (a) p and q                      (b) a and b  
(c) p + q                        (d) p - q
9. The upper and lower boundaries of interval of confidence are classified as \_\_\_\_\_
- (a) Error biased limits (b) Marginal limits  
(c) Estimate limits    (d) Confidence limits



10. For a parameter whose value is unknown, the belief or claim for that parameter is classified as \_\_\_\_\_
- (a) Parameter claim testing
  - (b) Expected belief testing
  - (c) Hypothesis testing
  - (d) Primary limit testing
11. Goodness of fit of a distribution is tested by \_\_\_\_\_
- (a) t-test                      (b) f-test
  - (c) chi-square test      (d) z-test
12. Kinked demand curve hypothesis curve hypothesis was put forward by \_\_\_\_\_
- (a) Paul M sweezy      (b) Augustin Cournot
  - (c) Betrend              (d) Stackelberg
13. Which of the following is NOT a characteristic of a chi-square distribution?
- (a) The chi-square distribution is a continuous probability distribution
  - (b) The degrees of freedom parameter determine the shape of the chi-square distribution
  - (c) The mean of the chi-square distribution is equal to its degrees of freedom
  - (d) The chi-square distribution is symmetric around its mean.

14. Arrange the following steps in the process of hypothesis testing in proper sequence
- (A) Select the level of significance
  - (B) Setup null and alternative hypothesis
  - (C) Establish the decision rule
  - (D) Performance computation
  - (E) Select test statistics
  - (F) Draw conclusion
- (a) A,B,C,D,E,F      (b) A,B,E,D,C,F  
(c) B,A,C,D,E,F      (d) B,A,E,C,D,F
15. While drawing a scatter diagram if all points appear to form a straight line going downward from upper left to lower right, then it is inferred that there is
- (a) Perfect positive correlation
  - (b) Perfect negative correlation
  - (c) No Correlation
  - (d) None of the above
16. The 'line of best fit' is obtained by \_\_\_\_\_
- (a) Correlation analysis
  - (b) Standard error of estimate
  - (c) Method of Least square
  - (d) Regression analysis
17. In case of perfect correlation between X and Y, there will be \_\_\_\_\_
- (a) Only one regression line
  - (b) Two regression lines
  - (c) No regression lines
  - (d) More than two regression lines

18. For knowing the most probable value of Y for given X, we use \_\_\_\_\_
- (a) Regression of X on Y
  - (b) Regression of Y on X
  - (c) Correlation coefficient
  - (d) Regression coefficient
19. The regression lines cut each other at the point of \_\_\_\_\_
- (a) Median of X and Y
  - (b) Average of X and Y
  - (c) Average of Y only
  - (d) Average of X only
20. If  $b_{xy} = -\frac{1}{6}$  and  $b_{yx} = -1.5$ , then “r” is \_\_\_\_\_
- (a) 0.5
  - (b) 0.25
  - (c) -0.5
  - (d) -0.25
21. Short term regular variations related to the calendar or time of day is known as \_\_\_\_\_
- (a) Trend
  - (b) Seasonality
  - (c) Cycles
  - (d) Random variations
22. A linear trend equation has the form \_\_\_\_\_
- (a)  $F = a - bt$
  - (b)  $F = a + bt$
  - (c)  $F = 2a - bt$
  - (d)  $F = 2a + bt$
23. Vital factors causing seasonal variations are \_\_\_\_\_
- (a) Growth in population
  - (b) Technological improvements
  - (c) weather and social customs
  - (d) None of these

24. A time series consist of data arranged.
- (a) Chronologically (b) Geographically  
(c) Serially (d) Intermittently
25. The two tests suggested by Fisher which a good index should satisfy are \_\_\_\_\_
- (a) Unit test and circular test  
(b) Time reversal and factor reversal test  
(c) Circular tests  
(d) Both (a) and (b)
26. Time reversal test is satisfied when \_\_\_\_\_
- (a)  $P_{01}XP_{10} = 0$  (b)  $P_{01}XP_{10} > 0$   
(c)  $P_{01}XP_{10} < 1$  (d)  $P_{01}XP_{10} = 1$
27. The index number for base year is always \_\_\_\_\_
- (a) 1000 (b) 200  
(c) 100 (d) None of the above
28. The time period for which an index number is determined is known as \_\_\_\_\_
- (a) Base period  
(b) Normal period  
(c) Current period  
(d) None of the above
29. The weight used in a quantity index are \_\_\_\_\_
- (a) Quantity (b) Values  
(c) Price (d) None of the above

30. A set of observations recorded at an equal interval of time is called \_\_\_\_\_
- (a) Array data            (b) Data  
(c) Geometric series   (d) Time series data
31. A fire in a factory delaying production for some week is \_\_\_\_\_
- (a) Secular trend        (b) Cyclical trend  
(c) Irregular trend    (d) Seasonal trend
32. Time series data have a total number of components?
- (a) 3                        (b) 6  
(c) 5                        (d) 4
33. The most commonly used mathematical method for measuring the trend is \_\_\_\_\_
- (a) Semi average        (b) Moving average  
(c) Free hand curve    (d) Least square

**Part – B** (7 × 6 = 42)

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

34. (a) Explain with examples five uses of statistics in business.

Or

- (b) The following distribution relates to marks in accounting of 60 students.

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of students	3	8	15	20	10	4

Compute the geometric mean.

35. (a) In a box there are 7 white and 5 black balls. Two balls are drawn from the box one after another without replacing. What is the probability of drawing two black balls?

Or

- (b) Enumerate the characteristics of Binomial Distribution.

36. (a) Describe the various types of estimates.

Or

(b) Give a detailed account on testing hypotheses for population proportion.

37. (a) Write down the steps for chi-square test.

Or

(b) Compare one way and two-way ANOVA.

38. (a) Calculate Karl Pearson's correlation coefficient between x and y from the data

$$N = 11; \Sigma x = 117; \Sigma x^2 = 1313; \Sigma y = 260; \Sigma y^2 = 6580; \\ \Sigma xy = 2827$$

Or

(b) Find the two-regression equation.

X	40	38	35	42	30
Y	30	35	40	36	29

39. (a) Discuss about the various methods of business forecasting.

Or

(b) Fit a straight-line trend by the method of least square the following data.

Year	2009	2010	2011	2012	2013	2014
Production	24	25	29	26	22	24

Estimates the likely production for the year 2017

40. (a) Describe the merits and demerits of business forecasting.

Or

(b) Compute (i) Laspeyre's (ii) Paasche's (iii) Fisher's Index number.

Items	P0	P1	Q0	Q1
A	6	10	50	50
B	2	2	100	120
C	4	6	60	60
D	10	12	30	25

**N-0428**

**Sub. Code**

**200243**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**OFFICE MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. What is an example of a workplace behavioural hazard?
  - (a) An overworked employee
  - (b) Fumes from cleaning agent spillage
  - (c) Exposure to electromagnetic radiation
  - (d) A workstation that does not include ergonomic furniture
  
2. What type of mail requires proof of delivery?
  - (a) Express post      (b) International post
  - (c) Key Post      (d) Registered post
  
3. Which of the following storage systems would be most suitable for a client register of a large organization?
  - (a) Electronic      (b) Image based
  - (c) Microfilm      (d) Paper based

4. The function to be performed in an office can be categorised as \_\_\_\_\_
- (a) Primary functions
  - (b) Secondary Functions
  - (c) Management Functions
  - (d) Both (a) and (c)
5. \_\_\_\_\_ is understood to be a – place where clerical work is done and all kinds of paper work maintained and dealt with.
- (a) Office
  - (b) Reception
  - (c) Factory
  - (d) None of the above
6. The duties and responsibilities of an office manager are \_\_\_\_\_
- (a) He has to coordinate the work of different sub-units of the office
  - (b) He is responsible to maintain discipline in the office
  - (c) office organization
  - (d) Both (a) and (b)
7. The qualities required to be possessed by an office manager are \_\_\_\_\_
- (a) Education and training
  - (b) Leadership
  - (c) Experience
  - (d) All of these
8. \_\_\_\_\_ Ensure whether performance of work in office is as per the schedule.
- (a) Office organization
  - (b) Office management
  - (c) Office control
  - (d) Office system



9. One of the tool used to perform the function of 'processing of information' is \_\_\_\_\_
- (a) Filing and indexing
  - (b) Audit and vouching
  - (c) Noting
  - (d) Reports and returns
10. What is a Franking machine?
- (a) This machine is used for printing addresses on envelopes
  - (b) This machine dampens and seals the flaps of the envelopes
  - (c) It is used to weigh the letters, envelopes and packets
  - (d) It is hired from a post office to print stamps on letters
11. \_\_\_\_\_ is an internal form of written communication which can flow upward, downward or horizontally and it can serve many purpose.
- (a) Office orders      (b) Office memos
  - (c) Office circulars      (d) None of the above
12. FAR stands for \_\_\_\_\_
- (a) Fixed Assets Register
  - (b) Fixed Assets Reacquisition
  - (c) Fixed Assets Remark
  - (d) None of these
13. \_\_\_\_\_ Machine is used to record speech on different media.
- (a) Duplicating
  - (b) Dictating
  - (c) Telephone answering
  - (d) None of the above

14. As a liaison officer, a secretary
- (a) Is required to discharge the responsibility of organising and managing day-to-day of the office
  - (b) Acts as a link between business executives and outside parties
  - (c) Both (a) and (b)
  - (d) None of the above
15. O and M in context of office management refers to \_\_\_\_\_
- (a) Overall Management of the Office
  - (b) Office and Management
  - (c) Objectives and Methods
  - (d) Organization and Methods
16. Inquiries, orders, payments and sales reports are examples of \_\_\_\_\_
- (a) Inward mail      (b) Outward mail
  - (c) Both (a) and (b)      (d) None of these
17. Mechanical aids used in the mail department comprise
- (a) Letter opening machine
  - (b) Paper folding machine
  - (c) Addressing machine
  - (d) All of the above
18. Which is the last step in the process of handling inward mail?
- (a) Recording the mail
  - (b) Scrutiny of mail
  - (c) Distributing the mail
  - (d) Sorting of mail

19. Reprography means ————
- (a) Graphical presentation of purchases
  - (b) Making copies of documents
  - (c) Making remarks on the graphs presented
  - (d) None of the above
20. Which among the following is not an advantage of office machines and equipments?
- (a) Office machines are labor saving machines
  - (b) Some machines are liable to get obsolete in short span of time
  - (c) Work done by machines is accurate
  - (d) Machines do the work faster
21. Implies punching of small holes in a straight line so that sonic portion of the form can be detached
- (a) Titling                      (b) Perforating
  - (c) Punching                    (d) None of the above
22. Which among the following leadership style is most effective?
- (a) Laissez-faire Leadership
  - (b) Autocratic leadership
  - (c) Democratic Leadership
  - (d) Bureaucratic Leadership
23. Purpose of ABC analysis in material management is?
- (a) To determine stocking
  - (b) To Control Purchasing
  - (c) To Control inventories
  - (d) To Control obsolescence

24. Who is known as the father of Scientific Management?
- (a) Max Weber
  - (b) Henri Foyal
  - (c) Frederic Winslow TayLor
  - (d) Elton Mayo
25. The primary objective of any business to exist is to earn \_\_\_\_\_
- (a) Loss
  - (b) Profit
  - (c) Normal Loss
  - (d) Abnormal Loss
26. Maybe defined as the process of arranging and storing records, so that they could be located, whenever required
- (a) Indexing
  - (b) Filing
  - (c) None of these
  - (d) Noting
27. In filing, folders, drawers, cabinets and cupboard are required.
- (a) Vertical
  - (b) Horizontal
  - (c) Centralized
  - (d) Decentralized
28. In which method of filing, duplication is evaded but secrecy cannot be maintained?
- (a) Vertical
  - (b) Centralized
  - (c) Horizontal
  - (d) Decentralized
29. \_\_\_\_\_ is the act of bringing all the relevant facts at one place and apply the relevant rules or guidelines to enable the competent authority to take decision.
- (a) Classification of information
  - (b) Processing of information
  - (c) Collection of information
  - (d) None of the above

30. \_\_\_\_\_ is a written remark recorded on a note sheet regarding a communication under consideration.
- (a) Summary                      (b) Note  
(c) Statement                    (d) Draft
31. \_\_\_\_\_ is a rough copy of communication emanating from a section of a department.
- (a) Note                            (b) Draft  
(c) Summary                      (d) Final order
32. \_\_\_\_\_ always flows in a downward direction and suggest compliance by the subordinates. Failing which administrative action can be taken.
- (a) Office orders                (b) Office memos  
(c) Office circulars            (d) None of these
33. A report is written of a clear purpose and to a particular audience. It should always be \_\_\_\_\_
- (a) Accurate                      (b) well structured  
(c) concise                        (d) All of these

**Part B**

(7 × 6 = 42)

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

34. (a) State the seven major function of office management.

Or

- (b) What are the differences between a functional manager and a people manager?

35. (a) Narrate the objectives of business enterprises.

Or

- (b) Bring out the various objectives of office manual.

36. (a) What are the principles of office layout?

Or

(b) Explain the various methods of filing.

37. (a) Elucidate the office automation and machine.

Or

(b) What are the seven physical quantities?

38. (a) What is stationary in office management? Why it is important in office management?

Or

(b) What are office forms and its importance?

39. (a) Mention the types of maintenance of records.

Or

(b) What are the features of office correspondence?

40. (a) What are the seven effective communication in workplace?

Or

(b) What do you mean by mail service? What are the components of mail services?

---

**N-0429**

**Sub. Code**

**200244**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Fourth Semester**

**MANAGEMENT ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Management accounting begins where \_\_\_\_\_ ends.
  - (a) Financial Accounting
  - (b) Management Accounting
  - (c) Cost Accounting
  - (d) Human resource Accounting
  
2. The transaction which increase working capital are \_\_\_\_\_ of funds.
  - (a) Sources                      (b) Application
  - (c) Utilization                  (d) Diversion
  
3. Budget period depends upon
  - (a) The type of budget
  - (b) The nature of business
  - (c) The length of trade cycles
  - (d) All of the above

4. The budget which is prepared first of all is \_\_\_\_\_.
- (a) Budget for key factor
  - (b) Cash budget
  - (c) Master budget
  - (d) Flexible budget
5. Sales budget is \_\_\_\_\_.
- (a) Functional budget
  - (b) Master budget
  - (c) Expenditure budget
  - (d) Flexible budget
6. Standard costing is a technique of \_\_\_\_\_
- (a) Planning business activities
  - (b) Cost Control
  - (c) Staffing
  - (d) Motivating
7. Standard costing is suitable for industries which are \_\_\_\_\_.
- (a) Producing standard products
  - (b) Producing goods of repetitive nature
  - (c) Sugar, Textiles, Fertilizers, steel industries
  - (d) All of the above
8. Volume variance arises when \_\_\_\_\_.
- (a) There is rise in overhead rate per hour
  - (b) There is decline in overhead rate per hour
  - (c) There is decrease or increase in actual output compared to the budgeted output
  - (d) None of the above



9. The type of standard that is best suited for cost control objective is \_\_\_\_\_.
- (a) Normal standard
  - (b) Basic standard
  - (c) Expected standard
  - (d) Ideal standard
10. A Material sub-usage variance is also known as \_\_\_\_\_.
- (a) material revised usage
  - (b) revised quantity variance
  - (c) both (a) and (b)
  - (d) none of the above
11. When actual output is different from standard output, determine \_\_\_\_\_
- (a) Standard cost of revised standard mix for standard output
  - (b) Actual yield for standard output
  - (c) Standard quantity for actual output
  - (d) None of the above
12. The term contribution refers to \_\_\_\_\_.
- (a) The difference between selling price and fixed cost
  - (b) The difference between selling price and variable cost
  - (c) Profit
  - (d) None of these

13. Profit P/V ratio is equal to \_\_\_\_\_.
- (a) Net profit                      (b) Contribution  
(c) BEP                                (d) Margin of Safety
14. The other name of marginal costing is \_\_\_\_\_.
- (a) Direct costing  
(b) Variable costing  
(c) Incremental costing  
(d) All of the above
15. Which of the following financial statements is also known as a statement of financial position?
- (a) Balance sheet  
(b) Statement of cash flows  
(c) Income statement  
(d) None of the above
16. Comparison of financial statements highlights the trend of the \_\_\_\_\_ of the business.
- (a) Financial position  
(b) Performance  
(c) Profitability  
(d) All of the above
17. Common size statements are in the form of \_\_\_\_\_.
- (a) Dynamic analysis  
(b) Horizontal analysis  
(c) Vertical analysis  
(d) None of the above

18. The current asset to current liability ratio is said to be satisfactory if it is \_\_\_\_\_.
- (a) 1:2                      (b) 2:1  
(c) 1:1                      (d) 0.5:1
19. Long term solvency is indicated by \_\_\_\_\_.
- (a) Current ratio  
(b) Debt-Equity ratio  
(c) Profitability ratio  
(d) Liquidity ratio
20. The most popularly used concept of working capital is \_\_\_\_\_.
- (a) Gross concept      (b) Net concept  
(c) Both (a) and (b)    (d) None of the above
21. The extra amount of working capital required to meet some exigencies is called \_\_\_\_\_.
- (a) Fixed Working Capital  
(b) Normal Working Capital  
(c) Seasonal Working Capital  
(d) Special Working Capital
22. Which one the following is a sources of Fixed Working Capital?
- (a) Retained Earning  
(b) Discounting of Bills  
(c) Trade Credit  
(d) Outstanding Express

23. Flow of funds occurs, when \_\_\_\_\_.
- (a) Shares are issued for cash
  - (b) Bonus is paid in the form of shares
  - (c) Cash is collected from debtors
  - (d) Bills receivable are received from customer
24. Funds flow statement is also known as \_\_\_\_\_.
- (a) Statement of sources and uses of funds
  - (b) Statement of sources and application of funds
  - (c) Statement of funds flow
  - (d) All of the above
25. Cash flow example from an operating activity is \_\_\_\_\_.
- (a) Purchase of Own Debenture
  - (b) Sale of Fixed Assets
  - (c) Interest Paid on Term-deposits by a Bank
  - (d) Issue of Equity Share Capital
26. Cash from Operations is equal to \_\_\_\_\_.
- (a) Net Profit plus increase in outstanding Expenses
  - (b) Net Profit plus increase in Debtors
  - (c) Net Profit plus increase in Stock
  - (d) Net Profit
27. Why is evaluating Capital Budgeting decisions based on cash flows?
- (a) Cash is more important for an organization than profits
  - (b) Cash flows are much easier to calculate compared to profits
  - (c) Both (a) and (b) are incorrect
  - (d) Both (a) and (b) are correct

28. \_\_\_\_\_ is a project whose cash flows are not affected by the acceptance or rejection of other projects.
- (a) Risk-free project
  - (b) Low-cost project
  - (c) Independent project
  - (d) None of the above
29. Dividend payable is \_\_\_\_\_.
- (a) Current Asset      (b) Current Liability
  - (c) Fixed Asset      (d) All of the above
30. Dividend paid is usually treated as \_\_\_\_\_
- (a) An application of cash
  - (b) Sources of cash
  - (c) Loss
  - (d) Profit
31. Responsibility Accounting is also called \_\_\_\_\_ Accounting.
- (a) Profitability      (b) Management
  - (c) Authority      (d) None of these
32. Inflation accounting is also known as \_\_\_\_\_.
- (a) Accounting for price level changes
  - (b) Decision making
  - (c) Standard accounting
  - (d) Historical cost

33. The Concept of 'Transfer Pricing' is applied for transactions in \_\_\_\_\_.
- (a) Export of goods
  - (b) Import of goods
  - (c) Mergers and Acquisition
  - (d) Inter-unit transfer of goods

**Part B**

(7 × 6 = 42)

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

34. (a) Distinguish between management accounting and cost accounting.

Or

- (b) Ram manufacturing Company submits the following figures of a product for the first quarter of 2016:

Sales (in units)	January	20,000
	February	25,000
	March	35,000

Selling price per unit Rs.20

Target of first quarter in 2017:

Sales quantity increase 10%

Sales price increase 10%

Prepare a Sales Budget for the first quarter of 2017.

35. (a) From the following particulars calculate:
- (i) Material cost variance
  - (ii) Material price variance
  - (iii) Material usage variance

To manufacture 1000 units standard materials  
400 kg at Rs.2.50.

When 2000 produced actual material 820 kg at  
Rs.2.60.

Or

(b) Explain various types of variances.

36. (a) From the following information, Calculate the amount of variable cost, Break-even Sales volume and margin of safety

Actual sales : Rs.15,000  
Profit : Rs.1,500  
Fixed Costs : Rs.6,000

Or

(b) From the following information calculate

(i) Breakeven point

(ii) Sales required to earn profit of Rs. 10,000

Sales Rs. 30,000

Variable expenses Rs. 18,000

Fixed expenses Rs. 10,000

37. (a) From the following particulars, prepare comparative income statement of MLK CO. Ltd.

Particulars	2016-17	2017-18
	Rs.	Rs.
Revenue from operations	2,00,000	2,50,000
Other income	50,000	40,000
Expenses	1,50,000	1,20,000
Income Tax	30%	30%

Or

- (b) Calculate debt equity ratio from the following information.

Debentures	Rs.2,00,000
Loan from bank	Rs.1,00,000
Equity share capital	Rs.1,25,000
Reserves	Rs.25,000

38. (a) From the following information you are required to estimating working capital requirements.

Annual sales	Rs.7,80,000
Percentage of net profit to cost	25%
Credit allowed to debtors	8 weeks
Credit allowed by creditors	4 weeks
Stock	6 weeks

Or

- (b) From the following Balance Sheet prepare a schedule of changes in working capital.

Liabilities	2003	2004	Assets	2003	2004
	Rs.	Rs.		Rs.	Rs.
Share capital	3,00,000	3,75,000	Machinery	70,000	1,00,000
Creditors	1,06,000	70,000	Stock in trade	1,21,000	1,36,000
Profit and			Debtors	1,81,000	1,70,000
loss A/c	14,000	31,000	Cash	48,000	70,000
	<u>4,20,000</u>	<u>4,76,000</u>		<u>4,20,000</u>	<u>4,76,000</u>



39. (a) From the information given below, calculate cash flows from financing activities.

	2016	2017
	Rs.	Rs.
Equity share capital	20,000	3,00,000
8% debentures	1,00,000	50,000
Securities premium	2,000	30,000
Bank loan (long-term)	–	1,00,000

Additional information: Interest paid on debentures Rs. 8000.

Or

- (b) Calculate the average rate of return for project X and Y from the following

	Project X	Project Y
Investment	30,000	40,000
Net profit for year		
1	6,000	12,000
2	6,000	10,000
3	4,000	8,000
4	4,000	6,000
5	–	4,000

40. (a) A company follows a policy of 30% pay out policy. It earned the following profits in the last three years.

2017 Rs. 10,00,000

2018 Rs. 20,00,000

2019 Rs. 12,00,000

If the company has 100000 shares outstanding, calculate for each of the above years the amount of dividend and the dividend per share.

Or

- (b) Explain the objectives of inflation accounting.

**N-0430**

**Sub. Code**

**200251**

**B.Com. DEGREE EXAMINATION,  
DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Fifth Semester**

**INTERNATIONAL MARKETING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Extension of marketing activities across the globe is called as \_\_\_\_\_
  - (a) International Business
  - (b) Universal Marketing
  - (c) International Marketing
  - (d) Borderless Marketing
  
2. EPRG stands for \_\_\_\_\_
  - (a) Ethical, Political, Regional or Geographical orientation
  - (b) Ethnographic, Polygraphic, Regiographic or Geographic orientation
  - (c) Ethnocentric, Polycentric, Regiocentric or Geocentric orientation
  - (d) Ethical, Political, Regional or Geometrical orientation.

3. \_\_\_\_\_ is the principle of organization of a region around several political, social or financial centres.
- (a) Ethnocentrism
  - (b) Polycentrism
  - (c) Marketing expansion
  - (d) Global marketing
4. The most generic name to describe corporations operating around the world.
- (a) TNC
  - (b) MNE
  - (c) MNC
  - (d) Global Corporation
5. The \_\_\_\_\_ company produces, markets, invests and operates across the world.
- (a) Global
  - (b) Transnational
  - (c) International
  - (d) Multinational
6. The amount of support the top management enjoys from different levels of employees is \_\_\_\_\_
- (a) Internal Environment
  - (b) External Environment
  - (c) Dynamic Environment
  - (d) Human Environment
7. An analysis of the external environment enables a firm to identify \_\_\_\_\_
- (a) Strengths and opportunities
  - (b) Strengths and weaknesses
  - (c) Weaknesses and threats
  - (d) Opportunities and threats
8. The highest authority of WTO is \_\_\_\_\_
- (a) Ministerial Conference
  - (b) General Council
  - (c) TRIPS Council
  - (d) TRIMS Council

9. GATT is a \_\_\_\_\_
- (a) Policy (b) Agreement  
(c) Trade Block (d) Organisation
10. All of the following are actual modes of market-entry EXCEPT:
- (a) Licensing (b) Standardization  
(c) Franchising (d) Export
11. \_\_\_\_\_ usually means that the company sells to a customer in another country, be it an intermediary or an end-customer.
- (a) Indirect exporting (b) Direct exporting  
(c) Franchising (d) Cross Selling
12. How do the vast majority of services enter a foreign market?
- (a) Exporting  
(b) Importing  
(c) Brokers  
(d) Licensing, Franchising, or Direct Investment
13. The usual source for new products is \_\_\_\_\_
- (a) Marketing Research  
(b) Market  
(c) Customer  
(d) Supplier
14. Market research is an organized effort to gather information about \_\_\_\_\_ or \_\_\_\_\_
- (a) Market, Consumer  
(b) Market, Marketing  
(c) Mind, Media  
(d) Marketing, Behavior

15. What is the final stage of the new product development process?  
(a) Business Analysis (b) Test Marketing  
(c) Idea Generation (d) Product Launch
16. All companies strive to build \_\_\_\_\_strength.  
(a) Brand. (b) Image  
(c) Customer (d) Employee
17. Which type of exporter will choose direct distribution channel?  
(a) Small Exporter (b) Medium Exporter  
(c) Larger Exporter (d) None of these
18. While setting the price, marketers \_\_\_\_\_  
(a) Select the pricing objectives  
(b) Estimate demand  
(c) Analysis competitors cost, offers and prices  
(d) All of the above
19. Logistics means \_\_\_\_\_  
(a) Production (b) Flow of Goods  
(c) Consumption (d) Marketing Channel
20. \_\_\_\_\_and physical distribution are the two major operations of logistics.  
(a) Supply Chain Management  
(b) Materials Management  
(c) Logistics Management  
(d) None of the above
21. The short term motivation schemes prepared for purchase are known as \_\_\_\_\_  
(a) Personal Sales (b) Sales Promotion  
(c) Advertising (d) Packaging

22. The series of steps that must be followed by salespersons is classified as:\_\_\_\_\_
- (a) Marketing process
  - (b) Intermediation process
  - (c) Selling process
  - (d) Nominal process
23. \_\_\_\_\_ refers to the policy measures adopted by a country with reference to its exports and imports.
- (a) Exim Policy            (b) Economic Policy
  - (c) Fiscal Policy        (d) Monetary Policy
24. Objective of Foreign Trade Policy is to\_\_\_\_\_
- (a) Double our Share in Global Market within next ten years
  - (b) Stable growth
  - (c) Double our share in one year
  - (d) Double our Share in Global Market within next five years
25. The sender of the goods submits it to the shipping company which issues in exchanges of for mate's receipt?
- (a) Way Bill                (b) Letter of Credit
  - (c) Bill of Lading        (d) Mate Receipt
26. Commercial invoice is a record of Transaction between
- (a) Whole seller and retailer
  - (b) Seller and buyer
  - (c) Distributors
  - (d) DGFT and IEC
27. IEC Number will be issued by \_\_\_\_\_
- (a) Central Government
  - (b) State Government
  - (c) Direct General of Foreign Trade
  - (d) Ministry of Commerce

28. D.E.P.B Stands for \_\_\_\_\_
- (a) Duty Exempt Port Boundary
  - (b) Duty Entitlement Pass Book
  - (c) Duly Exempt Passport Book
  - (d) Deposit Export Pay Bill Scheme
29. The price of one currency in terms of other currency is called:
- (a) Foreign exchange Rate
  - (b) Flexible rate of exchange
  - (c) Current rate of exchange
  - (d) None of the above
30. Due to depreciation of domestic currency, \_\_\_\_\_
- (a) Exports rise            (b) Imports rise
  - (c) Exports falls        (d) Import Falls
31. The responsibility for administration of FEMA is vested with \_\_\_\_\_
- (a) Central government
  - (b) State government
  - (c) RBI
  - (d) National Banks
32. IMS is the full form of \_\_\_\_\_
- (a) International monetary source
  - (b) International monetary system
  - (c) International monetary structure
  - (d) International monetary society
33. India's foreign exchange rate system is \_\_\_\_\_
- (a) Fixed target            (b) Managed float
  - (c) Free float              (d) Fixed and Float

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the importance of international marketing.

Or

- (b) How can various legal and political factors pose a challenge for an international marketer?

35. (a) Discuss the different types of classical trade theories of international business.

Or

- (b) Enumerate the difference between Acquisitions and Mergers.

36. (a) Explain International Marketing Information System and its purpose.

Or

- (b) Describe the various stages in the new product development process in International Marketing.

37. (a) Discuss the various factors influencing pricing policy.

Or

- (b) Illustrate the structures of distribution channels in international market.

38. (a) Explain components of International Promotion Mix.

Or

- (b) Outline the latest EXIM policy of India.



39. (a) Describe the concept of Bill of Lading and its types.

Or

(b) What are the different categories of stars under the Star Export house Scheme?

40. (a) Write a short notes on currency appreciation, depreciation, devaluation and revaluation.

Or

(b) Explain the functions of International Financial Institutions.

---

**N-0431**

**Sub. Code**

**200252**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Fifth Semester**

**RETAIL MARKETING MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part – A**

**(33 × 1 = 33)**

Answer **all** questions.

1. A Claim on property as security for a debt or other obligation is known as an \_\_\_\_\_
  - (a) Encroachment
  - (b) Lien
  - (c) Easement
  - (d) Profit
  
2. The most important skill for a real estate agent is \_\_\_\_\_
  - (a) Coding
  - (b) Selling
  - (c) Typing
  - (d) Reading
  
3. Real estate refers to \_\_\_\_\_
  - (a) Land and structures attached to it
  - (b) Legal benefits, interests, or rights inherent in the ownership of real estate
  - (c) Movable property
  - (d) Land, but not structures attached to it

4. How many feet are there in a yard?  
(a) 3 (b) 4  
(c) 2.5 (d) 2.75
5. Store security relates to \_\_\_\_\_  
(a) Personal security  
(b) Merchandise security  
(c) Both (a) and (b)  
(d) None of the above
6. Form of payment which a retailer may accept is \_\_\_\_\_  
(a) Cash only  
(b) Cash and credit cards  
(c) Cash and debit cards  
(d) Both (a) and (b)
7. Many retailers have improved their operation productivity through \_\_\_\_\_  
(a) Computerization (b) Outsourcing  
(c) Both (a) and (b) (d) None of the above
8. The computerized check out is used by \_\_\_\_\_  
(a) Large retailers (b) Small retailers  
(c) Multi retailers (d) All of the above
9. With the help of \_\_\_\_\_ a retailer pays an outsider party to undertake one or more of its operating functions  
(a) Outsourcing (b) Credit management  
(c) Computerization (d) None of these

10. \_\_\_\_\_ helps the retailers to face the crisis situations.
- (a) Risk management
  - (b) Credit management
  - (c) Financial management
  - (d) All of the above
11. \_\_\_\_\_ is a key task for both large and small retailers.
- (a) Risk management.
  - (b) Crisis management
  - (c) Inventory management
  - (d) All of the above
12. \_\_\_\_\_ helps the retailers to complete the tasks within the short period of time.
- (a) Computerization (b) Outsourcing
  - (c) Both (a) and (b) (d) All of the above
13. \_\_\_\_\_ is a warning to potential thieves and muggers.
- (a) Insurance
  - (b) Security guards
  - (c) Outsourcing
  - (d) Credit management
14. Insurance against \_\_\_\_\_ is more important due to government rules.
- (a) Environmental risk
  - (b) Production risk
  - (c) Both (a) and (b)
  - (d) None of the above

15. The factor leading to the growth of retailing is \_\_\_\_\_
- (a) Changing consumer trends
  - (b) Technology
  - (c) Demographics
  - (d) All of the above
16. Consumer buying process in retailing involves \_\_\_\_\_
- (a) Need recognition
  - (b) Search for information
  - (c) Evaluation of retailers
  - (d) All of the above
17. Atmosphere in retailing refers to \_\_\_\_\_
- (a) The weather outside a store
  - (b) The ambience, music, color scent in a store
  - (c) Assortment of products in the store
  - (d) Display of items in a store
18. E-tailing refers to \_\_\_\_\_
- (a) Sale of electronic items in a store
  - (b) Catalog shopping
  - (c) Music store
  - (d) Retailing shopping using the inter
19. A multi channel retailer sells merchandise \_\_\_\_\_
- (a) Over the telephone
  - (b) Through personal selling and retail store only
  - (c) Over the internet
  - (d) Through more than one channel

20. Retailing is a marketing function which \_\_\_\_\_
- (a) Sells products to other business
  - (b) Sells products to a company that resells them
  - (c) Sells products to final consumers
  - (d) Sells products for ones own us
21. The correct statement about chain stores is \_\_\_\_\_
- (a) They offer economic of scale in buying
  - (b) They can hire good managers
  - (c) They integrate wholesaling and retailing function
  - (d) They centralize function
22. Which of the following objectives is concerned with strategic marketing planning?
- (a) Day to day performance and results
  - (b) Over-all long term organizational growth
  - (c) Identifying the strengths and weaknesses of the marketing department
  - (d) None of the above
23. Which sources of advantage will be helpful for a firm to achieve positional advantage over its competitors?
- (a) Superior skills
  - (b) Superior resources
  - (c) Superior controls
  - (d) All of the above (a), (b) and (c)
24. If the supply quantity is \_\_\_\_\_ than the demand, it is possible that the supply quantity could be decreased.
- (a) Increased
  - (b) Decreased
  - (c) More than
  - (d) Less than

25. Rescheduling could be ruled out because:
- (a) The supply has already been tied up to another demand on a previous date
  - (b) The rescheduling is so minimal that the user has defined it as negligible
  - (c) The supply is linked directly to some other demand
  - (d) Both (a) and (b)
26. A reorder point represents demand during
- (a) Peak time                      (b) Lead time
  - (c) Season                          (d) None of the above
27. The planning system checks that the item carries a production forecast or a sales order.
- (a) MRP                              (b) MPS
  - (c) SKU                                (d) SBU
28. It is a system of technologies and processes that senses and responds to real-time demand across a network of customers, suppliers, and employees.
- (a) Demand-driven Retailing
  - (b) Supply chain management
  - (c) Customer relationship management
  - (d) Demand statistic
29. It stops junk e-mail in its tracks.
- (a) Firewall                          (b) Anti-spam
  - (c) Anti-virus                        (d) All of the above
30. SAP implementation project was divided into \_\_\_\_\_ phases.
- (a) Two                                (b) One
  - (c) Three                              (d) Double

31. Identify optimum business rules and leverage your corresponding business logic across your retail chain.
- (a) Enhance process control
  - (b) Streamline systems management
  - (c) Separate application code from business logic
  - (d) Leverage powerful enterprise integration bus
32. The ability to exchange information electronically is central to the effective conduct of E-commerce.
- (a) E-mail                      (b) E-messaging
  - (c) EAN                         (d) E-business
33. The Global Commerce Initiative (GCI) is a global user group, created in \_\_\_\_\_
- (a) 1998                         (b) 1987
  - (c) 1999                         (d) 198

**Part – B**

(7 × 6 = 42)

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

34. (a) Explain the concept of real property.
- Or
- (b) Identify the different characteristics of a property.
35. (a) Discuss the benefits and disadvantages of building societies.
- Or
- (b) Describe in detail the various components of a property analysis report.



36. (a) Write a note on the Transfer of Property Act, 1882.

Or

(b) Discuss the factors for evaluating performance of an investment property.

37. (a) Analyse and briefly discuss the three levels of retail hierarchy.

Or

(b) Explain different types of retail properties on the basis of merchandising and ownership.

38. (a) Discuss the factors affecting commercial property leasing.

Or

(b) Explain the concept of operating budget in detail.

39. (a) Enumerate the types of methods for estimating the rental value of a retail property.

Or

(b) Describe the differences between print advertising and digital advertising.

40. (a) Explain the need of property maintenance.

Or

(b) Discuss about the future of retailers.

---

**N-0432**

**Sub. Code**

**200253**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Fifth Semester**

**COST ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part – A**

**(33 × 1 = 33)**

Answer **all** questions.

1. Cost accounting differs from financial accounting in respect of \_\_\_\_\_
  - (a) Ascertain Cost
  - (b) Recording of Cost
  - (c) Reporting of Cost
  - (d) Control of Cost
  
2. Cost centres are created for \_\_\_\_\_
  - (a) Segregating costs into fixed and variable
  - (b) Control and fixing responsibility
  - (c) Making decisions
  - (d) Ascertaining profit
  
3. Variable cost change \_\_\_\_\_ with change in output.
  - (a) Proportionality
  - (b) Industry
  - (c) Inversely
  - (d) Indirect

4. A product cost estimate derived from a competitive market price is called as \_\_\_\_\_
- (a) Target Cost      (b) Periodic Cost  
(c) Sunk Cost      (d) Multiple Cost
5. Imputed cost is a \_\_\_\_\_
- (a) Notional Cost      (b) Real Cost  
(c) Abnormal Cost      (d) Variable Cost
6. Warehouse rent is a part of \_\_\_\_\_
- (a) Prime Cost      (b) Distribution Overhead  
(c) Selling Overhead      (d) Factory Overhead
7. LIFO stands for \_\_\_\_\_
- (a) Loss in first out      (b) Last in first out  
(c) Last in fast out      (d) Last in first output
8. Replacement price method is \_\_\_\_\_
- (a) The current purchase price of materials is charged on the issues  
(b) The current market price of materials is charged on the issues  
(c) The old market price of materials is charged on the issues  
(d) The cost price of the materials is charged on the issues

9. Small tools purchased are \_\_\_\_\_
- (a) Charged to overhead expenses at the time of purchase
  - (b) Charged to machinery account
  - (c) Charged to jobs during the period of purchase
  - (d) Charged to costing profit and loss account
10. Which of the following statements regarding techniques of inventory control are correct?
- (a) Fixation of selling price with good profit
  - (b) Establishment of inventory budgets
  - (c) Establishment of inventory sales
  - (d) Fixation of profit with high return
11. Which one of the following is incorrect?
- (a) Minimum stock level
  - (b) Total stock level
  - (c) Average stock level
  - (d) Maximum stock level
12. Scrap is a \_\_\_\_\_
- (a) Residue of raw materials
  - (b) Wastage of materials
  - (c) Surplus materials
  - (d) Abnormal loss of materials

13. Time wages are paid on the basis of \_\_\_\_\_
- (a) Standard time      (b) Time saved  
(c) Output produced    (d) Actual time
14. Difference between attendance time and job time is \_\_\_\_\_
- (a) Job Time              (b) Over Time  
(c) Idle Time             (d) Production Time
15. Under Bedaux point premium system the point obtained as 'B' represents
- (a) No.of minutes taken for a job  
(b) No.of hours taken for a job  
(c) No.of units produced  
(d) No.of workers required for a job
16. Which of the following is incorrect system of time keeping under mechanical method?
- (a) Time keeping recording clocks  
(b) Dial time records  
(c) Bio-metric system  
(d) Metal-disc method
17. Which of the following statements is / are incorrect?
- (a) Pay roll is prepared to reveal gross wages and various deductions  
(b) Piece wages are payment by results  
(c) Idle time is spent by the workers on their jobs  
(d) Labour turnover is due to poor working conditions of organizations

18. Which of the following is not the objectives of Time-Keeping?
- (a) Ensure regularity of employees
  - (b) Useful for preparation of pay roll
  - (c) Enforces discipline among work force
  - (d) To take disciplinary action
19. It is convenience, rather than principle, a particular expense is classified as direct or indirect expenditure is called as
- (a) Direct materials are treated as overhead
  - (b) Direct and indirect materials
  - (c) Direct wages
  - (d) Indirect wages
20. Which of the following item is not considered as direct expenses?
- (a) Architects surveyor's and other consultants fees
  - (b) Carriage inwards and freight cost
  - (c) Packing materials are packages required for a particular job
  - (d) Travelling expenses for a sales person
21. Idle capacity of plant refers to the difference between
- (a) Practical capacity and normal capacity
  - (b) Practical capacity and capacity based on sales expectancy
  - (c) Maximum capacity and practical capacity
  - (d) Maximum capacity and actual capacity

22. Administration overheads are recovered as a percentage of \_\_\_\_\_.
- (a) Works cost            (b) Prime cost  
(c) Direct materials    (d) Direct wages
23. Overheads are also known as \_\_\_\_\_ cost.
- (a) Direct                (b) Indirect  
(c) Prime                (d) Sunk
24. Point out which one of the following is not considered as purely financial income?
- (a) Rent receivable  
(b) Discounts on bonds, debentures etc  
(c) Transfer fees received  
(d) Income tax refund
25. The term 'cost' refers to \_\_\_\_\_.
- (a) As asset that has given benefit and is now expired  
(b) The value of the sacrifice made to acquire goods or services  
(c) Present value of future benefits  
(d) The price of products sold or service rendered
26. When there is loss on an incomplete contract, the transfer for profit and loss account is \_\_\_\_\_.
- (a) proportionable loss to work certified  
(b) proportionate loss to cash received to work certified  
(c) full amount of the loss  
(d) half amount of the loss

27. Under valuation of closing stock in cost accounts
- (a) Decreases costing profit
  - (b) Increases costing profit
  - (c) Decreases financial accounts profit
  - (d) Increases financial accounts profit
28. Donations and Charities paid shown in the financial accounts is
- (a) Appropriation of profit
  - (b) Financial charge
  - (c) Fictitious asset
  - (d) Financial income
29. Works overheads on incomplete jobs at the end of the period are transferred to which account?
- (a) Works overhead control account
  - (b) Works overhead suspense account
  - (c) Work in progress ledger control account
  - (d) Stores ledger account
30. Reconciliation is usually done between
- (a) Gross profit and net profit
  - (b) Previous year's profit and current year's profit
  - (c) Costing profit and financial accounts profit
  - (d) Currents year profit with next year provisions



31. Composite unit is a distinctive feature of which method of costing
- (a) Single costing
  - (b) Operating costing
  - (c) Process costing
  - (d) Job costing
32. In a contract costing direct wages are debited to \_\_\_\_\_.
- (a) Contract account
  - (b) Contractor account
  - (c) Contractee account
  - (d) Work in progress account
33. Paper mills are must adopt \_\_\_\_\_.
- (a) Unit costing            (b) Process costing
  - (c) Job costing            (d) Contract costing

**Part – B**

(7 × 6 = 42)

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

34. (a) Define costing. Explain different methods and techniques of costing.

Or

- (b) From the following figures relating to the manufacture of a electronic product during the month of July 1990, prepare a statement showing cost and profit per unit :

	₹
Raw materials used	50,000
Direct wages	30,000
Labour hours worked	10,500 units
Labour hour rate	₹ 2.00
Office overhead	20,000
Selling overhead	₹ 1.00
Units produced	20,000 units
Units sold	18,000 @ ₹ 10

35. (a) From the following particulars determine the Economic Order Quantity :

Ordering Quantity (tonnes)	Price per tonne (₹)
Less than 100	10.00
Between 100 and 199	9.90
Between 200 and 499	9.80
Between 500 and 999	9.70
Between 1000 and 1,999	9.60
Between 2000 and above	9.50

Additional Information :

- (i) Annual consumption of materials = 2,000 tonnes
- (ii) Carrying cost 10%
- (iii) Ordering cost ₹ 5 per order

Or

- (b) Explain the ABC analysis.

36. (a) Calcutta Engineering Co. has three production departments X, Y and Z and one service department S.

From the following particulars calculate Labour Hour Rate of each of the departments X, Y and Z.

Expenses	₹
Rent	34,000
Power	18,400
Depreciation on Machinery	22,000
Indirect wages	5,300
Canteen Expenses	5,700
Electricity	4,600

Further Information :

	X	Y	Z	S
Floor area (sq.mt)	2,000	3,000	2,500	1,000
Light points	18	12	10	6
Cost of machines (₹)	80,000	50,000	60,000	10,000
Horse power ratio	3	2	4	1
No.of workers	7	5	5	2
Direct wages (₹)	15,000	16,000	18,000	4,000

There were 125 working days of 8 hour each. Services rendered by the Service Departments are to be apportioned to the production departments X – 50%, Y – 25% and Z – 25%.

Or

- (b) Define Overhead. Explain various classification of Overhead.

37. (a) M/s. Pine Corporation under book a contract for ₹ 2,40,000 you are requested to prepare the contract A/C and contractee's and work-in-progress A/C for the year ended 31.12.2006 from the following information :

	₹
Material purchased	30,000
Wages paid	50,000
Wages unpaid	10,000
Other charges	12,000
Plant purchased	20,000
Cash received	1,28,000
(Being 80% of work certified)	
Material lying at site on 31.12.06	4,000
Plant at Site on 31.12.06	18,000

10% of value of material and 15% of wages may be considered as being incurred for the proportion of works completed but not confided. Other charges are charged as a proportion of direct wages.

Or

- (b) Define Contract Costing. Explain various types of Contract Costing.
38. (a) How do you ascertain the profit on Incomplete contract?

Or

- (b) Product A passes through two processes I and II and then to Finished Stock. From the following data prepare the process A/c's.

Particulars	Process I	Process II
Input	2,000	1,900
Material consumed	30,000	20,000
Wages	20,000	20,000
Overhead	7,200	6,170
Normal Loss	5%	10%
Scrap value (per unit)	2	3

39. (a) A transport service company is running 4 buses between two towns which are 50 miles apart. Seating capacity of each bus is 40 passengers. The following particulars were obtained from their books for April 2015.

	Amount ₹
Wages of Drivers, conductors and cleaners	2,400
Salaries of office and supervisory staff	1,000
Diesel and oil and other oil	4,000
Repairs and Maintenance	800
Taxation, Insurance etc.	1,600
Depreciation	2,600
Interest and other charges	2,000
	14,400

Actual passengers carried were 75% of the seating capacity. All the four buses ran on all days of the month. Each bus made one round trip, per day. Find out the cost per passenger mile.

Or

- (b) Explain the Batch Costing.
40. (a) Explain the types of Standard Costing.

Or

- (b) Difference between cost control and cost reduction.

**N-0433**

**Sub. Code**

**200254**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Fifth Semester**

**PROJECT MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. What is a work breakdown structure (WBS)?
  - (a) A document that outlines the projects budget
  - (b) A visual representation of project stakeholders
  - (c) A hierarchical decomposition of the project's deliverables
  - (d) A technique for resolving conflicts within the project team
  
2. Which of the following is NOT a primary phase of project planning?
  - (a) Initiation
  - (b) Execution
  - (c) Monitoring and Control
  - (d) Closing

3. What is the critical path in project management?
  - (a) The longest duration path through a project's network diagram
  - (b) The path that involves the most tasks in a project
  - (c) The path with the highest risk in a project
  - (d) The path that requires the most resources in a project
  
4. Which of the following is the first step in the project planning process?
  - (a) Defining project objectives
  - (b) Identifying project stakeholders
  - (c) Developing a project schedule
  - (d) Allocating project resources
  
5. What is the purpose of conducting a feasibility study during project planning?
  - (a) To assess the project's technical requirements
  - (b) To determine the project's financial viability
  - (c) To identify potential risks and challenges
  - (d) To create a detailed project schedule
  
6. What is the role of a project manager in an organization?
  - (a) To lead and manage the overall project, including resources and stakeholders
  - (b) To coordinate and supervise the work of the project team
  - (c) To ensure that the project is completed within budget and on schedule
  - (d) All of the above

7. How can the relationship between a line manager and a project manager be effectively managed?
- (a) Clearly define roles, responsibilities and expectations for each position
  - (b) Foster open and transparent communication between the two roles
  - (c) Establish a collaborative and supportive working environment
  - (d) All of the above
8. Risk usually \_\_\_\_\_ as the project progresses.
- (a) Increase
  - (b) Reduces
  - (c) Remains same
  - (d) Becomes negligible
9. What is a project network?
- (a) A diagram that represents the sequence of project activities and their dependencies
  - (b) A network of computers used for project management software
  - (c) A communication network for project stakeholders
  - (d) A network of project managers in an organization



10. What is the purpose of analyzing the critical path in project management?
  - (a) To identify activities with the highest resource utilization
  - (b) To identify activities with the highest risk
  - (c) To determine the project's earliest and latest start times
  - (d) To determine the project's critical activities and the minimum project duration
11. How is the estimated duration of an activity calculated in PERT?
  - (a) By taking the average of the optimistic, pessimistic, and most likely time estimates
  - (b) By taking the maximum of the optimistic, pessimistic and most likely time estimates
  - (c) By taking the minimum of the optimistic, pessimistic and most likely time estimates
  - (d) By taking the sum of the optimistic, pessimistic and most likely time estimates
12. What is resource allocation in project management?
  - (a) Assigning project tasks to team members
  - (b) Determining the financial resources needed for the project
  - (c) Distributing project resources to different activities
  - (d) Identifying project stakeholders and their roles
13. What is the purpose of cost control in project management?
  - (a) To adjust the project schedule to meet budget constraints
  - (b) To allocate resources to project activities
  - (c) To track and monitor project expenses against the project budget
  - (d) To calculate the critical path of the project

14. What is the first step in the risk management process?
  - (a) Risk identification
  - (b) Risk analysis
  - (c) Risk response planning
  - (d) Risk monitoring and control
  
15. Which of the following is an example of risk avoidance?
  - (a) Implementing backup systems to mitigate the impact of a potential risk
  - (b) Purchasing insurance to transfer the risk to an external party
  - (c) Modifying the project plan to eliminate the risk altogether
  - (d) Monitoring and controlling risks to minimize their impact
  
16. What is the purpose of quality control in project quality management?
  - (a) Identifying and documenting potential risks
  - (b) Developing strategies to improve project efficiency
  - (c) Monitoring and controlling project quality through inspections and audits
  - (d) Allocating resources to project activities
  
17. What is project quality management?
  - (a) Maximizing project resources and budget
  - (b) Ensuring that the project meets the specified requirements and standards
  - (c) Minimizing project risks and uncertainties
  - (d) Achieving project goals within the scheduled time frame

18. What is the purpose of PMIS (Project Management information System) planning in project management?
- (a) To develop a project schedule and allocate resources
  - (b) To identify and document project risks
  - (c) To define the requirements and design of the PMIS
  - (d) To monitor and control project costs
19. Which of the following is NOT a component of PMIS design?
- (a) User Interface design
  - (b) Data storage and retrieval mechanisms
  - (c) Project scheduling algorithms
  - (d) Reporting and analytics capabilities
20. What is the purpose of the procurement process in project management?
- (a) To identify and document project requirements
  - (b) To select suppliers and negotiate contracts
  - (c) To track and control project costs
  - (d) To acquire the necessary goods and services for the project
21. What is the purpose of project performance measurement?
- (a) To track and monitor project costs
  - (b) To evaluate the performance of project team members
  - (c) To assess the progress and achievement of project objectives
  - (d) To identify and document project risks

22. What is the key benefit of project performance evaluation?
- (a) Identifying and addressing project risks
  - (b) Ensuring project completion within the scheduled timeframe
  - (c) Providing data for decision-making and project improvement
  - (d) Monitoring and controlling project costs
23. What is the purpose of the project control process?
- (a) To ensure project team members are performing their assigned tasks
  - (b) To track monitor project risks
  - (c) To ensure and compare actual project performance against the project plan
  - (d) To develop and update the project schedule
24. What is the primary objective of project control?
- (a) To complete the project within the allocated budget
  - (b) To complete the project on schedule
  - (c) To ensure project quality meets stakeholders' expectations
  - (d) To achieve project objectives and deliver the desired outcomes
25. What is the role of project termination in project closeout?
- (a) To evaluate project performance against the project plan
  - (b) To conduct a final project review and evaluation
  - (c) To release project resources and close project contracts and agreements
  - (d) To document lessons learned and archive project records

26. What are the steps involved in project closeout?
- (a) Project planning execution, and evaluation
  - (b) Project initiation, execution, and termination
  - (c) Project evaluation, termination, and follow-up
  - (d) Project evaluation, lessons learned, and stakeholder acceptance
27. What is the advantage of using project management software?
- (a) Improved communication and collaboration among project stakeholders
  - (b) Reduced project risks and improved decision-making
  - (c) Enhanced project scheduling and resource allocation
  - (d) All of the above
28. Which of the following is a common feature available in most project management software?
- (a) Gantt chart for visualizing project timelines
  - (b) Financial analysis tools for budgeting and cost tracking
  - (c) Risk assessment and mitigation modules
  - (d) All of the above
29. Which of the following is NOT a typical phase in the project management life cycle?
- (a) Initiation phase    (b) Planning phase
  - (c) Execution phase    (d) Maintenance phase

30. What is the primary focus of the planning phase in project management?
- (a) Defining project objectives and deliverables
  - (b) Allocating project resources and tasks
  - (c) Executing project activities according to the plan
  - (d) Evaluating project performance against the project plan
31. What is the break-even point in project management?
- (a) The point at which the project generates maximum profit
  - (b) The point at which the project cost equals the project revenue
  - (c) The point at which the project is completed and delivered to the client
  - (d) The point at which the project reaches its highest level of productivity
32. What does it mean if the break-even point is never reached in a project?
- (a) The project is not generating any revenue
  - (b) The project is generating a constant profit throughout its duration
  - (c) The project is continuously incurring losses
  - (d) The project has exceeded its maximum productivity level
33. Which principle focuses on delivering project value to stakeholders?
- (a) Quality management
  - (b) Risk management
  - (c) Cost management
  - (d) Schedule management

**Part B**

(7 × 6 = 42)

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

34. (a) You have been assigned as the project manager for a software development project. The project involves developing a new mobile application for a client. Outline the key steps you would take in each phase of the project management life cycle to ensure successful project completion. Provide specific details on the activities and deliverables involved in each phase.

Or

- (b) Brief the key steps in the project identification process, discussing methods for generating project ideas, and explaining the feasibility assessment criteria. Calculate and interpret the projects break-even point by analyzing the cost and revenue components and explaining its importance in financial decision-making.
35. (a) Discuss the steps involved in creating a WBS and explain how it helps in organizing and managing project tasks. Provide an example of a project and demonstrate how the WBS can be used to breakdown the project scope into manageable work packages.

Or

- (b) Explore the relationship between organizational structure and leadership styles. Describe different leadership styles commonly observed in organizations and discuss how they align with specific organizational structures.

36. (a) Describe how a project network diagram is constructed and how it helps in identifying the critical path and managing project timelines. Using a hypothetical project scenario, create a project network diagram, calculate the project duration using PERT and CPM techniques, and determine the critical path.

Or

- (b) Explain the significance of project cost and budget management and discuss the key steps involved in developing and managing a project budget. Also discuss the potential challenges that may arise during resource allocation and budget management and propose strategies for overcoming them.
37. (a) Describe the different techniques used for qualitative and quantitative risk analysis and explain how they help in prioritizing and addressing project risks.

Or

- (b) Describe the role of value engineering in project management and how it contributes to enhancing project outcomes. Discuss the key steps involved in the value engineering process and explain how it helps in optimizing project performance and reducing costs.
38. (a) Explain how PMIS facilitates effective communication, collaboration, and decision-making within project teams and stakeholders. Provide examples of real-life projects where PMIS was successfully utilized and how it contributed to project success?

Or

- (b) Explain the role and importance of purchasing and contracting in project management. Discuss the key steps involved in the procurement process.



39. (a) Discuss the key metrics and indicators commonly used to assess project performance, including schedule adherence, cost variance, quality, and customer satisfaction, describe the steps involved in project performance evaluation.

Or

- (b) Explaining the process of project execution and control, including activities. Discussing the role of project control in managing deviations and ensuring objectives are met would showcase understanding of project control principles.
40. (a) Explain the importance of project closeout, termination, and follow-up in project management. Discuss the key steps involved in the project closeout process. Give examples.

Or

- (b) Discuss the role and benefits of using Project Management Software (PMS) in project execution and control. Additionally, describe the potential challenges or limitations associated with implementing and utilizing PMS tools and propose strategies for overcoming them.
-

**N-0434**

**Sub. Code**

**200261**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Sixth Semester**

**MARKETING RESEARCH**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. \_\_\_\_\_ brings out new ideas and encash several opportunities in Marketing.  
(a) Production            (b) Marketing  
(c) Creativity            (d) None of these
2. Concept which deals with good and quality products providing to the consumers is  
(a) Marketing Concept (b) Product Concept  
(c) Exchange Concept (d) Production Concept
3. It is the job of \_\_\_\_\_ to produce insight into the customer's attitude and buying behavior.  
(a) Marketing Researcher  
(b) Marketing Planner  
(c) Marketing Personnel  
(d) None of the above

4. \_\_\_\_\_ provides diagnostic information about how and why we observe certain effects in the market place and what they mean to marketers.
- (a) Marketing information
  - (b) Marketing data
  - (c) Marketing insight
  - (d) None of these
5. Which is the first stage of the Marketing Research process?
- (a) Implement the research plan
  - (b) Collect and analysis the data
  - (c) Develop the research plane
  - (d) Define the research problems
6. Advance plan of research is called as \_\_\_\_\_.
- (a) Research process (b) Research design
  - (c) Research proposal (d) None of these
7. Research design consist of following things except.
- (a) Hypothesis (b) Expenditure
  - (c) Research problem (d) None of these
8. The term “data” came from the Latin root term.
- (a) Detem (b) Datam
  - (c) Datum (d) Data
9. Which one is the true example of primary data from the following options?
- (a) Journal (b) Book
  - (c) Census Report (d) Newspaper

10. What is it called when the data is sourced from the place of origin?
- (a) Secondary
  - (b) Primary
  - (c) Secondary and primary
  - (d) All the above
11. Which of the following is not a level of measurement?
- (a) Nominal Scale
  - (b) Ordinal Scale
  - (c) Internal Scale
  - (d) Ratio Scale
12. Nominal scale is also known as \_\_\_\_\_.
- (a) Rational Variable
  - (b) Categorical Variable
  - (c) Predictor Variable
  - (d) Extraneous Variable
13. \_\_\_\_\_ Scale is used for Labeling variables into distinct classifications?
- (a) Nominal                      (b) Ordinal
  - (c) Ratio                         (d) Interval
14. Choose the correct option regarding the sampling method?
- (a) The Sample is the Population's Part
  - (b) Helps in Determining Sampling Error
  - (c) Sampling Saves Money, Time, and Energy
  - (d) All These Options Are Correct

15. What do we say to all units aggregate that's about a study?
- (a) Sample
  - (b) Unit
  - (c) Universe or Population
  - (d) Frame
16. One of the members of the population is known as the \_\_\_\_\_.
- (a) Data
  - (b) Family
  - (c) Element
  - (d) Group
17. Marketing research is the function that links the consumer, customer, and public to the marketer through.
- (a) Information
  - (b) Sales
  - (c) Computer
  - (d) All of the above
18. Testing hypothesis is a \_\_\_\_\_.
- (a) Descriptive statistics
  - (b) Data analysis
  - (c) Inferential statistics
  - (d) Data preparation
19. The concepts in a hypothesis are stated as \_\_\_\_\_.
- (a) Theories
  - (b) Indices
  - (c) Variables
  - (d) Ideas
20. Data Analysis is a process of?
- (a) Inspecting data
  - (b) Cleaning data
  - (c) Transforming data
  - (d) All of the above

21. Which of the following is not a major data analysis approaches?
- (a) Data Mining
  - (b) Predictive Intelligence
  - (c) Business Intelligence
  - (d) Text Analytics
22. How many main statistical methodologies are used in data analysis?
- (a) 2
  - (b) 3
  - (c) 4
  - (d) 5
23. In descriptive statistics, data from the entire population is summarized with?
- (a) Integer descriptors
  - (b) Floating descriptors
  - (c) Numerical descriptors
  - (d) Decimal descriptors
24. Data Analysis is defined by the statistician?
- (a) William S.
  - (b) Hans Peter Luhn
  - (c) Gregory Piatetsky-Shapiro
  - (d) John Tukey
25. The branch of statistics which deals with development of particular statistical methods is classified as.
- (a) Industry statistics
  - (b) Economic statistics
  - (c) Applied statistics
  - (d) None of the above

26. Data Analytics uses to get insights from data.
- (a) Statistical figures
  - (b) Numerical aspects
  - (c) Statistical methods
  - (d) None of these
27. The process of quantifying data is referred to as
- (a) Decoding                      (b) Structure
  - (c) Enumeration                (d) Coding
28. \_\_\_\_\_ are used when we want to visually examine the relationship between two quantitative variables.
- (a) Bar graph                      (b) Scatter plot
  - (c) Line graph                    (d) Pie chart
29. A graph that uses vertical bars to represent data is called a \_\_\_\_\_.
- (a) Bar graph                      (b) Line graph
  - (c) Scatter plot                  (d) All of the above
30. A report or account is an
- (a) Informational work
  - (b) Technical work
  - (c) Professional work
  - (d) None of these
31. The report is always written in
- (a) Sequential manner
  - (b) Irregular manner
  - (c) Horizontal manner
  - (d) Data biased manner

32. In a local market, which one of the following is not likely to be sold?
- (a) Meat
  - (b) Fruits
  - (c) Transformers (electric)
  - (d) Grocery items
33. \_\_\_\_\_ is the amount of money charged for a product or service.
- (a) Experience curve
  - (b) Demand curve
  - (c) Wages
  - (d) Salary

**Part B** (7 × 6 = 42)

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

34. (a) Define Research. Explain Various Types of Research.

Or

- (b) Explain the Components of Research Proposal.

35. (a) Discuss about Research Design and Marketing Design Process.

Or

- (b) What is Data? Explain Primary Data and Secondary Data.

36. (a) Define Questionnaire. Explain Process of Questionnaire Design.

Or

- (b) Explain Importance of Measurement and Scaling in Marketing Research.



37. (a) Define Sampling. Explain its Importance of Sampling in Marketing Research.

Or

(b) What is Hypothesis? Discuss the Steps Involved in Hypothesis Testing.

38. (a) Discuss about Nature and Scope of Data Preparation.

Or

(b) Explain the Various Classification Measures of Central Tendency.

39. (a) Explain Detail about Univariate Analysis and Bivariate Analysis.

Or

(b) Define Report Writing. Explain its Components of a Report.

40. (a) Discuss about Advertising Research and Media Research.

Or

(b) What are the Recent Trends in Marketing Research?

---

**N-0435**

**Sub. Code**

**200262**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Sixth Semester**

**CORPORATE ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The rate of discount, while issuing shares at discount, should not exceed \_\_\_\_\_
  - (a) 5%
  - (b) 10%
  - (c) 6%
  - (d) 9%
2. A private company which is a subsidiary of public company is a \_\_\_\_\_
  - (a) Public company
  - (b) Private company
  - (c) Chartered company
  - (d) None of these
3. \_\_\_\_\_ refers to accounting relating to corporate bodies or joint stock companies
  - (a) Financial accounting
  - (b) Corporate accounting
  - (c) Cost accounting
  - (d) Management accounting

4. Cash payments are recorded on the \_\_\_\_\_ of the cash Book.
- (a) Debit side            (b) Credit side  
(c) Both sides            (d) Any one side
5. Revenue expenditure is recorded in the \_\_\_\_\_
- (a) Trading account    (b) Profit and loss account  
(c) Balance sheet      (d) None of the above
6. Share allotment Account is \_\_\_\_\_
- (a) Personal              (b) Real  
(c) Nominal              (d) Financial
7. Net loss in a profit and loss account should be \_\_\_\_\_ in the balance sheet.
- (a) Added to liabilities  
(b) Deducted from liabilities  
(c) Added to capital  
(d) Deducted from capital
8. The term financial statement covers \_\_\_\_\_
- (a) Balance sheet      (b) Posting  
(c) Entry                (d) None of the above
9. The \_\_\_\_\_ has a legal right of forfeiting the shares of those who fail to pay the amount due.
- (a) Liquidator          (b) Company  
(c) Government        (d) Directors
10. Creditors voluntary winding up applies to \_\_\_\_\_ companies
- (a) Solvent                (b) Insolvent  
(c) Textile                (d) Automobile

11. Cost and financial accounts are required to be reconciled under \_\_\_\_\_
- (a) Integral system
  - (b) Cost control accounts system
  - (c) Under both (a) and (b)
  - (d) Single entry system
12. The customs duty will show in \_\_\_\_\_
- (a) Profit and loss Dr. (b) Trading Cr.
  - (c) Trading Dr. (d) Profit and loss Cr.
13. Expenditure of recurring nature are \_\_\_\_\_
- (a) Preliminary (b) Revenue
  - (c) Capital (d) Deferred revenue
14. Loss on issue of debenture is generally written off in \_\_\_\_\_
- (a) 5 Years
  - (b) 10 Years
  - (c) 15 Years
  - (d) Over the period of redemption
15. Balance of petty cash is: \_\_\_\_\_
- (a) Expenses (b) Income
  - (c) Liability (d) Asset
16. The purpose of preparing final accounts is to ascertain \_\_\_\_\_
- (a) Profit or loss
  - (b) Capital
  - (c) The values of assets
  - (d) Profit or loss and financial position

17. Premium on redemption on debenture account is a \_\_\_\_\_
- (a) Assets                      (b) Liability  
(c) Expenses                    (d) Revenue
18. Unclaimed dividend appears in a company balance sheet under the sub-head \_\_\_\_\_
- (a) Other current liabilities  
(b) Trade payable  
(c) Current assets  
(d) None of these
19. A financial statement that summarizes company revenue and expenses is \_\_\_\_\_
- (a) Balance sheet  
(b) Income statement  
(c) Cash flow statement  
(d) Profit and loss
20. Fee paid in cash to Notary public is charged by \_\_\_\_\_
- (a) Holder of bill of exchange  
(b) Drawee  
(c) Drawer  
(d) None
21. Bank reconciliation statement compares a bank statement with \_\_\_\_\_
- (a) Cash payment journal  
(b) Cash receipt journal  
(c) Financial statements  
(d) Cashbook

22. Sinking fund is a \_\_\_\_\_  
(a) Provision (b) Surplus  
(c) Current liabilities (d) Assets
23. The record of cash kept by the non-trading concerns is shown by \_\_\_\_\_  
(a) Receipt and payment account  
(b) Income and loss account  
(c) Profit and loss account  
(d) Manufacturing account
24. Call in advance appears in the company balance sheet under \_\_\_\_\_  
(a) Current liabilities  
(b) Share capital  
(c) Long term borrowings  
(d) Income
25. In a balance sheet, the total of common stock and retained earnings are denoted as \_\_\_\_\_  
(a) Common equity (b) Due equity  
(c) Preferred equity (d) Common perpetuity
26. The main objective of depreciation is \_\_\_\_\_  
(a) To show the previous profit  
(b) To calculate net profit  
(c) To reduce tax  
(d) To satisfy the tax department
27. According to fixed instalment method, the depreciation is calculated on \_\_\_\_\_  
(a) Balance amount (b) Original cost  
(c) Scrap value (d) None of them

28. Decrease in the value of fixed assets is \_\_\_\_\_  
(a) Depletion (b) Amortization  
(c) Depreciation (d) None of the above
29. East India company is an example of \_\_\_\_\_  
(a) Chartered company  
(b) Statutory companies  
(c) Registered company  
(d) OPC
30. All business combination must be treated as \_\_\_\_\_  
for accounting purposes.  
(a) Acquisition (b) Restructuring  
(c) Merger (d) Internal construction
31. The tax effect on the timing differences is termed as \_\_\_\_\_  
(a) Current tax expenses  
(b) Income tax  
(c) Deferred tax  
(d) Provision tax
32. Purchase book is a part of \_\_\_\_\_  
(a) Ledger  
(b) Journal  
(c) Profit and loss account  
(d) Trading account
33. A Goodwill account is a  
(a) Current account  
(b) Wasting account  
(c) Intangible account  
(d) Fictitious account

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the Issue of shares.

Or

- (b) Describe the Redemption of shares.

35. (a) Issue of debentures at par

ABZ Ltd. Issued 5,000, 10% debentures of Rs. 100 each, payable Rs.25 on application, Rs.40 on allotment and Rs.35, two months after allotment. All the debentures were duly applied for and paid. Pass journal entries in the books of the company and also show how these will appear in the Balance Sheet.

Or

- (b) How do you prepare a profit and loss account? Explain.

36. (a) Explain the Sinking Fund Method.

Or

- (b) State and Explain the valuation of Goodwill.

37. (a) Describe the Methods of valuation of shares.

Or

- (b) Explain the important functions of modes of winding up.

38. (a) How do you solve a final account?

Or

- (b) Describe the types of amalgamation.



39. (a) Distinguish between the External reconstruction and internal reconstruction.

Or

(b) From the following ledger balances extracted from the books of Mr. Bharath, prepare a profit and loss account as on March 31, 2023.

Particulars	Rs.	Particulars	Rs.
To carriage on sales	3,000	By Gross Profit	65,000
To rent	2,000	By Commission received	8,000
To insurance premium	2,500	By interest on investment	4,650
To salaries	4,000		
To Bad Debts	3,500		
To Discount Allowed	435		
To Rate and Taxes	580		
To Travel Expense	2,800		
To General Expenses	800		
To Net Profit Transferred to capital	58,035		
Total	<u>77,650</u>	Total	<u>77,650</u>

40. (a) Explain the advantages and disadvantages of IFRS.

Or

(b) Describe the Human resource accounting.

**N-0436**

**Sub. Code**

**200263**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Sixth Semester**

**ENTREPRENEURSHIP DEVELOPMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The use of informal networks by entrepreneurs to gather information is known as \_\_\_\_\_.
  - (a) Secondary research
  - (b) Entrepreneurial networking
  - (c) Informal parameters
  - (d) Marketing
  
2. Innovation can best be defined as \_\_\_\_\_.
  - (a) The generation of new ideas
  - (b) The evaluation of new ideas
  - (c) The opposite of creativity
  - (d) The successful exploitation of new ideas
  
3. Entrepreneurs are motivated by \_\_\_\_\_.
  - (a) Money
  - (b) Personal values
  - (c) Pull influence
  - (d) All of the above

4. The purpose of all goods small business strategy is \_\_\_\_\_.
- (a) To increase turnover
  - (b) To increase profitability
  - (c) To achieve competitive
  - (d) To achieve stated objectives
5. Goods or services reach the market place through \_\_\_\_\_.
- (a) Marketing channels
  - (b) Multilevel pyramids
  - (c) Monopolies
  - (d) Multiplication
6. An individual who starts, creates and manages a new business can be called as \_\_\_\_\_.
- (a) Leader                      (b) Manager
  - (c) Professional              (d) An entrepreneur
7. The entrepreneur distinguished themselves from capital provider in \_\_\_\_\_.
- (a) Middle Ages              (b) 17<sup>th</sup> Century
  - (c) 18<sup>th</sup> Century              (d) 19<sup>th</sup> Century
8. \_\_\_\_\_ is the process through which individual perceives opportunities without regard to resources they possess.
- (a) Start-up Management
  - (b) Entrepreneurship
  - (c) Financial Analysis
  - (d) Feasibility Planning

9. The term 'Entrepreneur' was derived from French word \_\_\_\_\_.
- (a) Enter purpose (b) Enterprise  
(c) Enter procedure (d) Entrepreneur
10. The term Entrepreneur was first defined by Irish-French economist \_\_\_\_\_.
- (a) Richard William (b) Richard Cantillon  
(c) James Bernard (d) W.B. Gartner
11. Importance of Entrepreneurship includes \_\_\_\_\_.
- (a) Economic and dynamic activity  
(b) Innovation and Profit potential  
(c) Risk bearing  
(d) All of these
12. The process of Entrepreneurship is divided into two parts and they are \_\_\_\_\_.
- (a) Idea Generation and Feasibility study  
(b) Innovation generation and Distribution Channel  
(c) Creativity and Development  
(d) Profit and Economic Development
13. The idea generation process of entrepreneurship are \_\_\_\_\_.
- (a) Germination (b) Preparation  
(c) Incubation (d) All of these
14. The feasibility study process of entrepreneurship are \_\_\_\_\_.
- (a) Illumination (b) Verification  
(c) Both (a) and (b) (d) None of these

15. Entrepreneurship is useful to the organization because of \_\_\_\_\_.
- (a) Development of managerial capabilities
  - (b) Creation of organization
  - (c) Improving standard of living and economic development
  - (d) All of these
16. What are 6 Cs that motivate entrepreneur to establish their own business are \_\_\_\_\_?
- (a) Change, challenge, creativity, control, curiosity and cash
  - (b) Customer, challenge, creation, control, curiosity and cash
  - (c) Contact, connect, conversation, consideration, consumption and community
  - (d) Commitment, culture, continuous, cooperation, customer and control
17. Which industrial sector promotes small-scale business and entrepreneurship and has low barriers to market entry?
- (a) Service                      (b) Manufacturing
  - (c) Distribution                (d) Agriculture
18. Why are small business important to a country's economy?
- (a) They give an outlet to entrepreneurs
  - (b) They can provide specialist support to larger companies
  - (c) They can be innovators of new product
  - (d) All of these

19. Which of these statements best describes the context for entrepreneurship?
- (a) Entrepreneurship takes place in small business
  - (b) Entrepreneurship takes place in large business
  - (c) Entrepreneurship takes place in a wide variety of context (small, medium and large)
  - (d) Entrepreneurship takes place in social enterprises
20. Entrepreneurial Guidance Bureau (EGB) was set up by
- (a) SISI
  - (b) SIPCOT
  - (c) IIC
  - (d) SIDCO
21. Which of the following is not considered as one of the following blocks of the model entrepreneur?
- (a) Technical skills
  - (b) Managerial competencies
  - (c) Business competencies
  - (d) Personal attributes
22. According to MSMEDC (Micro, Small and Medium Enterprises Development) Act 2006, Micro, Small and Medium Enterprise are classified into two classes such as \_\_\_\_\_.
- (a) Manufacturing and Service Enterprise
  - (b) Automobile and Electronic Enterprise
  - (c) Research and Development Sector
  - (d) None of these
23. The application for registration of a small scale unit should be submitted to \_\_\_\_\_.
- (a) General Manager, DIC
  - (b) Director, DIC
  - (c) General Manager, NSIC
  - (d) Director, NSIC

24. "Think big, Think fast, Think Ahead. Ideas are no one's monopoly" is given by \_\_\_\_\_.
- (a) Azim Premjee
  - (b) Mukesh Ambani
  - (c) Vijay Mallya
  - (d) Dhirajlal Hirachand Ambani
25. "I really believe that entrepreneurship is about being able to face failure and succeed after failure". Who said this?
- (a) Kiran Mazumdar Shaw
  - (b) Ekta Kapoor
  - (c) Dr. Swati Piramal
  - (d) Aishwarya Nair
26. "The best way to predict the future is to create it", said by \_\_\_\_\_.
- (a) F.W. Taylor
  - (b) Flippo
  - (c) Ruskin Bond
  - (d) Peter F. Drucker
27. "Winners never quit and quitters never win". Who said this?
- (a) Kalpana Saroj
  - (b) Harsh Bhaskar
  - (c) Adam Smith
  - (d) Vince Lombard
28. Fiscal and monetary measures to stimulate investment in private and public sector includes
- (a) Lowering the rate of interest
  - (b) Tax reduction and Public Expenditure
  - (c) Price policy and Abolition of monopoly
  - (d) All of these
29. Sustainability of entrepreneur development depends on factors like \_\_\_\_\_.
- (a) Technical skills
  - (b) Technology
  - (c) Organizational sustainability
  - (d) All of these

30. In terms of innovative business the five policy includes \_\_\_\_\_.
- (a) Private sources of finding, Debt financing, Venture capital, Business angels, subsidies and grants from governments
  - (b) Equity shares, Preference shares, debentures, mutual fund and Insurance
  - (c) Equity shares, private sources, preference shares, debentures and capital investment
  - (d) None of the above
31. \_\_\_\_\_ are the informal associations of people who choose to come together to find ways to improve their living condition.
- (a) NGO
  - (b) Self-Help Groups
  - (c) Private companies
  - (d) None of these
32. Characteristics of Self-Help Groups are \_\_\_\_\_.
- (a) SHG comprises 15-20 members and non-partisan in nature
  - (b) Members should belong to same economic strata of society
  - (c) Rational leadership should be encouraged for distribution of power
  - (d) All of these
33. What are the policies that influence access to finance in context of Innovative entrepreneurship?
- (a) Debt financing
  - (b) Venture capital
  - (c) Business Angels
  - (d) All of these

**Part B** (7 × 6 = 42)

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

34. (a) Explain the function and type of entrepreneurship.
- Or
- (b) Distinguish between the internal factors and external factors of entrepreneurship.



35. (a) Explain the methods of generating ideas.

Or

(b) Discuss about the sources of entrepreneurial opportunities.

36. (a) Describe the classification of sources of finance.

Or

(b) State and Explain the plant lay out.

37. (a) Describe the types of companies.

Or

(b) Explain the important characteristics of a successful business plan.

38. (a) Discuss the role of entrepreneur in economic development.

Or

(b) Describe the importance of creativity and innovation.

39. (a) Explain the family enterprises.

Or

(b) What are the recent development in small enterprises in India?

40. (a) Explain the SHGs and rural development.

Or

(b) Describe the process of risk management.

**N-0437**

**Sub. Code**

**200264**

**B.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Third Year – Sixth Semester**

**MANAGEMENT INFORMATION SYSTEM**

**(CBCS 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The information on MIS comes from the boot \_\_\_\_\_ source.
  - (a) Internal
  - (b) External
  - (c) Superficial
  - (d) Internal and external
  
2. The Management Information System receives input from the \_\_\_\_\_.
  - (a) SSL
  - (b) GPS
  - (c) TSP
  - (d) LMS
  
3. Management information system is \_\_\_\_\_ human-machine based system.
  - (a) A interpreted
  - (b) A interstellar
  - (c) A integrated
  - (d) A interdependent

4. Information technology is the combination of computer science and \_\_\_\_\_.
- (a) Telecommunications
  - (b) Electronics
  - (c) Digital marketing
  - (d) Networking
5. \_\_\_\_\_ played a key role to bring business intelligence into focus.
- (a) Wayne Eckerson (b) Hans Peter Luhn
  - (c) Kirk D. Borne (d) Howard Dresner
6. \_\_\_\_\_ is known as a knowledge discovery database.
- (a) Cloud storage (b) Data mining
  - (c) Data warehousing (d) Decision science system
7. AI stands for \_\_\_\_\_.
- (a) Artificial Internet
  - (b) Artificial Intelligence
  - (c) Analytical Intelligence
  - (d) Actual Intelligence
8. The full form of IOT is \_\_\_\_\_.
- (a) Internet of technology
  - (b) Interconnection of things
  - (c) Internet operating technology
  - (d) Internet of things

9. Mainframe computer is for \_\_\_\_\_.
- (a) Defense dept. only
  - (b) MSME enterprises
  - (c) Large corporate
  - (d) Solopreneurs
10. \_\_\_\_\_ relates to enterprise interoperability.
- (a) XML                      (b) DFD
  - (c) IFD                      (d) ERD
11. MIS is normally found in \_\_\_\_\_ sector.
- (a) Service                  (b) Education
  - (c) Manufacturing        (d) Marketing
12. \_\_\_\_\_ planning systems deals with the projections of the future.
- (a) Strategic                (b) Operational
  - (c) Statistical               (d) Processing
13. The major drawbacks in decision making by MIS is difficult due for business problems.
- (a) Rules                    (b) Structure
  - (c) Conditions             (d) Strategy
14. To become an effective MIS department must state its \_\_\_\_\_.
- (a) Objective                (b) Goals
  - (c) Mission                 (d) Profit
15. The most rapidly groping application for computer assisted decision making is called
- (a) Validation              (b) Simulation
  - (c) Attribute                (d) Entity

16. Accounting, finance, marketing, and human resources are known as \_\_\_\_\_.
- (a) Functional business areas
  - (b) Geographic information system
  - (c) Executive information systems
  - (d) Local information system
17. Summary transaction data, high-volume data, and simple models are information inputs characteristic of \_\_\_\_\_.
- (a) Executive Support System (ESS)
  - (b) Decision Support System (DSS)
  - (c) Transaction Processing System (TPS)
  - (d) Management Information System (MIS)
18. System development is a \_\_\_\_\_.
- (a) It is a development of SRS of a system
  - (b) Process of successive changes of system from new and changed requirement
  - (c) All of above
  - (d) None of the above
19. Projections and responses to queries are Information output characteristics associated with \_\_\_\_\_.
- (a) Management Information System (MIS)
  - (b) Executive Support System (ESS)
  - (c) Decision Support System (DSS)
  - (d) Transaction Processing System (TPS)

20. SDLC stands for
- (a) Software development life cycle
  - (b) Software design life cycle
  - (c) System design life cycle
  - (d) System development life cycle
21. Which is not a domain of Artificial Intelligence?
- (a) Virtual Reality
  - (b) Intelligent Agents
  - (c) Expert System
  - (d) None of the above
22. A \_\_\_\_\_ is a program that serves as an interface between application program and a Set of coordinated and integrated files called a database.
- (a) DDS
  - (b) DBMS
  - (c) MIS
  - (d) Control
23. By the 1960's \_\_\_\_\_ were used to generate a limited range of pre-defined reports including income statements, balance sheets and sales reports
- (a) MIS
  - (b) ERP
  - (c) KIS
  - (d) VB
24. \_\_\_\_\_ is often called the father of computers.
- (a) Babbage
  - (b) Blaise
  - (c) Hobbyists
  - (d) DAVIS
25. Databases overall structure is maintained in a file called
- (a) Control file
  - (b) Data file
  - (c) Redolog file
  - (d) None of these

26. A \_\_\_\_\_ is a brief message to an operator that describes what data are to be entered.
- (a) Prompt                      (b) Passwords  
(c) MIS                          (d) Tactical
27. Which of the following is not a technology driver for an information system?
- (a) Enterprise applications  
(b) Object technologies  
(c) Knowledge asset management  
(d) Collaborative technologies
28. Managers who are potential users of the MIS
- (a) Describe information needs  
(b) Identify alternate equipment configurations  
(c) Evaluate alternate equipment configurations  
(d) Select the optimum equipment configurations
29. Which of the following application of information is used to scan an organization's environment?
- (a) Worldwide communication  
(b) Internal communication  
(c) External communication  
(d) Sensing
30. Which one is the organization Back Bone?
- (a) Capital                      (b) Employee  
(c) Management              (d) Information

31. Which of the following is responsible for the systems development, budget, on-time development and with acceptable quality?
- (a) Systems owner (b) Systems designer  
(c) Project manager (d) User systems builder
32. In an information system which one is not a technology driver for an information system?
- (a) Knowledge asset management  
(b) Networks and the Internet  
(c) Object technologies  
(d) Enterprise applications
33. \_\_\_\_\_ is a part of a static view of information?
- (a) Metadata (b) Logical data model  
(c) Data flow model (d) Information process model

**Part B** (7 × 6 = 42)

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

34. (a) Narrate the History and Impact of MIS.
- Or
- (b) Explain the Decision Making Process.
35. (a) Discuss the Types of Management Systems Concepts.
- Or
- (b) State the Planning and Control.
36. (a) Explain the MIS Development.
- Or
- (b) What is BPR? Explain about Process in BPR.



37. (a) Discuss about Operational Level Planning.

Or

(b) What is ERP? Discuss the Benefits of ERP.

38. (a) Explain the E-Enterprise System.

Or

(b) Discuss about the Decision Support Systems.

39. (a) Explain the Operational Research Models.

Or

(b) Bring out the Basic Network Terminologies.

40. (a) Discuss the Governance Modes in the Use of IT.

Or

(b) Examine the Security and Ethical Issues.

---