

N-0390

Sub. Code
200111/200311A

B.A./B.B.A DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

(Common for B.A. (Tamil)/B.B.A)

பகுதி – I – தமிழ் – I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

பகுதி அ

(33 × 1 = 33)

அனைத்து வினாக்களுக்கும் விடையளிக்க.

1. கண்ணக் பாரதப் போர் முடிக்க எதனை எடுத்தான்?
(a) தன்னுடை கை (b) சங்கு
(c) பங்கு (d) கீதை
2. மாலை நேரத்தில் குருவாயூர்க் கோயிலில் அமைக்கப்படும் வேலியின் பெயர் என்ன?
(a) சந்தியாகால வேலி (b) பூவேலி
(c) ஸ்ரீவேலி (d) நெய்வேலி
3. கண்ணன் அடக்கிய பாம்பின் பெயர் என்ன?
(a) ஆதிசேஷன் (b) காளிந்தி
(c) தண்ணீர்ப்பாம்பு (d) நாகநந்தினி
4. கண்ணன் பால்குடித்துக் கொன்ற அரக்கியின் பெயர் யாது?
(a) தாடகை (b) பூதகி
(c) நர்த்தகி (d) காளிங்கி

5. சாமி மறந்தாலும் எது பலனைத் தரும் என்கிறார் பட்டுக்கோட்டையார்?
- (a) ஆசாமி (b) பதவி
(c) உதவி (d) பூமி
6. தென்றல் வந்து காதில் என்ன சொல்லியது?
- (a) துன்பம் (b) மகிழ்ச்சி
(c) தனிமை (d) இன்பம்
7. பாரத மாதா திருப்பள்ளி எழுச்சி என்ற பாடற் பகுதியில் பின்வரும் தொடருள் எத்தொடர் அமைந்துள்ளது?
- (a) மழலை எழுப்பவும் தாய் துயில்வாளோ
(b) தாய் எழுப்பவும் மழலைகள் துயில் கொள்ளுமோ
(c) மதலையர் எழுப்பவும் தாய் துயில்வாளோ
(d) தாய் எழுப்பவும் மதலையர் துயில் கொள்ளுமோ
8. வண்ணப் புதுச்சேலை தனில் கண்ணன் வாரி இறைத்தது என்ன?
- (a) மல்லிகை (b) மண்
(c) புழுதி (d) கல்லும் மண்ணும்
9. பழைய முதலாளி யார் என்று பாவேந்தர் குறிப்பிடுகிறார்?
- (a) உலகம் (b) விவசாயி
(c) தொழிலாளி (d) உலகப்பன்
10. எதில் ஆசை வைத்தோம், எதை மறந்துபோனோம் என்று குறிப்பிடுகிறார் நாமக்கல் கவிஞர்?
- (a) நாகரீகம், ஒழுக்கம் (b) உண்டி, ஒழுக்கம்
(c) பணம், குணம் (d) பொய், உண்மை

11. பணத்தேவையை எதனால் நிறைவு செய்ய முடியாது என்கிறார் வல்லிக்கண்ணன்.
- (a) வெற்றுச் சொற்களால்
 (b) வீண் ஆடம்பரங்களால்
 (c) அளவு மிகுந்த ஆசையால்
 (d) வெறும் புகழால்
12. யார் பொல்லாதவள் என்று மீரா குறிப்பிடுகிறார்?
- (a) ஆசைக்காரி (b) ஆணவக்காரி
 (c) காதலி (d) மனைவி
13. இது என்ன யுகம் என்று கவிஞர் சிற்பி கருதுகிறார்?
- (a) ஜனமேஜய யுகம் (b) ஜனநாயக யுகம்
 (c) பணநாயக யுகம் (d) சர்ப்பயாக
14. தோழர் மோசிக்கீரனார் என்ற புதுக்கவிதை புறநானூற்றின் எந்தப் பாடலின் கருத்தினைச் சார்ந்தது?
- (a) 50 (b) 100
 (c) 400 (d) 333
15. வரவேற்புக் கோலம் போடவேண்டாம் என்று அப்துல் ரகுமானின் தலைவி ஏன் குறிப்பிடுகிறார்?
- (a) வாசலில் கோயில் உள்ளது
 (b) வாசலில் ஓவியக்கடை உள்ளது
 (c) வீட்டில் கவலை அதிகம் இருக்கிறது
 (d) வீட்டினுள் தலைவன் இருக்கிறான்
16. வாழ்க்கைக்கு எது முக்கியம் என்கிறார் சண்முக சுப்பையா?
- (a) மானம் (b) உயிர்
 (c) வயிறு (d) மனம்
17. புள்ளூறு புண்கண் தீர்த்த அரசன் யார்?
- (a) மனுநீதிச் சோழன் (b) சிபிச்சக்கரவர்த்தி
 (c) தயரதன் (d) இராமன்

18. தனது தோள் மார்பு கொண்டு அளந்தான். என்ற கம்பராமாயணத் தொடரில் வரும் அளந்தவன் யார்?
- (a) இராமன் (b) வசிட்டன்
(c) சுமந்திரன் (d) தயரதன்
19. மனதோடு கூறக்கூடிய மந்திரம் எது என்று சீறாப்புராணம் குறிப்பிடுகிறது?
- (a) முகமது நபி (b) புனித குரான்
(c) அரபி வேதம் (d) கலிமா
20. எது சான்றாக முகமது நபியின் திறத்தைக் காட்ட நின்றது?
- (a) ஈச்சம் பூ (b) ஈச்ச மரம்
(c) ஈச்சங்குலை (d) ஈச்சம்பழம்
21. வீரமாமுனிவர் இந்தப் பெயரிலும் அழைக்கப்பெற்றார்? அது எந்தப் பெயர்?
- (a) போப் ஐயர் (b) தைரிய நாதர்
(c) ஹென்றி பாதிரியார் (d) தத்துவப் போதகர்
22. எருசலேம் நகரில் கரை படிந்திருந்தது எது?
- (a) மக்களின் மனம் (b) பாம்பின் கழுத்து
(c) வானத்து மேகம் (d) அரசியல்வாதிகளின் மனம்
23. கோவலர்கள் குடியிருந்த நிலம் யாது எனத் தேம்பாவணி குறிக்கிறது?
- (a) குறிஞ்சி (b) பாலை
(c) மருதம் (d) முல்லை
24. மண்ணுள்ளே எதற்காக ஏசு பிறந்தார் என்று தேம்பாவணி குறிக்கிறது?
- (a) மனிதர்களைப் புனிதராக்க
(b) கிறித்துவ சமயத்தைத் தோற்றுவிக்க
(c) நீங்கிப் போன ஆட்டை மீட்க
(d) ஆயர் குலத்திற்கு மதிப்பினைப் பெற்றுத்தர

25. ஆண்டவன் எளிமைக் கோலத்தில் பிறந்துள்ளான் என்று உரைத்தவர் யார் ?
- (a) மரியாள் (b) ஜோசப்
(c) ஆயர் (d) சாந்தி
26. ஏசுபிரான் எவ்வாறு பிறந்துள்ளார் ?
- (a) படைக்கலன்கள் இன்றி
(b) ஆயுதங்களுடன்
(c) அருளுடன்
(d) தீர்க்கதரிசனத்துடன்
27. எது வடசொல் என்கிறார் வீரமாமுனிவர் ?
- (a) சூசை (b) வளன்
(c) யோசோப் (d) ஜோசப்
28. கன்னி மரியாளுடன் இணைந்து விளங்கியவளின் பெயர் என்ன ?
- (a) சுகிர்த மரியாள் (b) ஆகிர்த மரியாள்
(c) அன்னமரியாள் (d) தோமரியாள்
29. வேதத்திற்குப் பொருள் எப்போது விளங்கும் என்று கண்ணதாசன் குறிப்பிடுகிறார் ?
- (a) ஞானநூல்களைப் படிக்கும்போது
(b) கண்ணன் காலடியில் விழுந்து வணங்கும்போது
(c) ஆலயங்கள் செல்லும் போது
(d) குருவினை அடையும்போது

30. எந்த மக்கள் அதிகரித்து வருவதாகப் பாவேந்தர் குறிப்பிடுகிறார்?
- (a) ஏழை மக்கள்
 (b) ஆதரவற்ற மக்கள்
 (c) குறைசொல்லும் மக்கள்
 (d) கூலி மக்கள்
31. வெண்கொற்றக்குடை சாய்ந்ததாகக் கனவு கண்டவள் யார்?
- (a) சேரமாதேவி (b) கோப்பெருந்தேவி
 (c) மாதவி (d) கண்ணகி
32. அறத்தின் மூர்த்தி வந்து அவதரித்தான் - இதில் அறத்தின் மூர்த்தி யார்?
- (a) வசிட்டன் (b) விசுவாமித்திரன்
 (c) தயரதன் (d) இராமன்
33. குறியீட்டுக் கவிதை எது?
- (a) எதற்காக (b) சர்ப்பயாகம்
 (c) நிலாப்பிஞ்சு (d) தோழர் மோசிக்கீரனார்

பகுதி ஆ

(7 × 6 = 42)

பின்வருவனவற்றுள் ஏதேனும் ஒன்றினுக்கு விடையளிக்க.

34. (a) குருவாயூர் பெருமை குறித்து எழுதுக.
 (அல்லது)
 (b) கோகுலம் குறித்த செய்திகளைத் தொகுத்து எழுதுக.

35. (a) செய்யும் தொழிலே தெய்வம் என்ற தலைப்பிலான கவிதை தரும் செய்திகளைத் தருக.

(அல்லது)

(b) பாரத மாதாவைப் பள்ளி எழுப்பும் முறையை எடுத்துரைக்க.

36. (a) உலகப்பனை அழைத்துப் பாரதிதாசன் கூறுவன யாவை?

(அல்லது)

(b) புகழ் பற்றி வல்லிக்கண்ணன் குறிப்பிடுவனவற்றை எழுதுக.

37. (a) சிற்பி காட்டும் யாகமுறை குறித்து எழுதுக.

(அல்லது)

(b) அப்துல் ரகுமான் கவிதை தரும் கருத்தினை எழுதுக.

38. (a) கண்ணகி கொண்டு வந்த வழக்கு பற்றி எழுதுக.

(அல்லது)

(b) நபிகளின் பெருமை குறித்து நும் சீறாப்புராணப் பாடப்பகுதி தரும் செய்திகளைத் தொகுத்து எழுதுக.

39. (a) ஏசுபிரான் காட்சியளித்த திறத்தையும், வானவர், ஆயர் செயல்களையும் குறித்து எழுதுக.

(அல்லது)

(b) ஏசுபிரானை வாழ்த்தியவர்கள் பற்றியும் அவர்களின் வாழ்த்துக்கள் பற்றியும் எழுதுக.

40. (a) மரியாளும் ஆயர்களும் குறித்து எழுதுக.

(அல்லது)

(b) சாந்தி என்ற பெண்ணும் மரியாளும் பேசிய பேச்சுகளைத் தொகுத்து எழுதுக.

N-0391

Sub. Code

200112/200312

**Common for B.A. (Tamil)/B.B.A. DEGREE
EXAMINATION, DECEMBER 2023.**

ONLINE PROGRAMMES EXAMINATION

First Year — First Semester

Part — II : ENGLISH PAPER — I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** the questions.

1. Which of the following river is mentioned in the essay 'Water — An Elixir of Life' by C.V. Raman?
(a) The Ganges (b) The Thames
(c) The Nile (d) The Murray River
2. What does the word 'Elixir' mean in the essay 'Water — An Elixir of Life' by C.V. Raman?
(a) Dry land (b) A magical potion
(c) Mirthful place (d) An imagery land
3. What is the theme of the short story *Mrs. Packletide's Tiger*?
(a) Perseverance (b) Forgiveness
(c) Valour (d) Vanity

4. Whose pen name is Saki?
(a) O. Henry (b) Hector Hugh Munro
(c) Jim Corbett (d) Janet Elaine
5. Who was attacked by a tiger in the short story *A Deed of Bravery*?
(a) Haria (b) Narwa
(c) Jim Corbett (d) Maggie
6. Where the village people go to collect bamboos in the short story *A Deed of Bravery*?
(a) Kaladhungi (b) Nalni
(c) Almora (d) Kumlangi
7. Who wrote the essay *The Cat*?
(a) Wilson (b) A.G. Gardiner
(c) Saki (d) O. Henry
8. In the essay *The Cat*, when the cat does not receive the little human attention, it becomes 'a nerve shattered _____ maniac?'
(a) fiend (b) lunatic
(c) maniac (d) loon
9. Who is known as Alpha of the Plough?
(a) Wilson
(b) Jim Corbett
(c) Hector Hugh Munro
(d) A.G. Gardiner

10. Who once jokingly said — ‘I shall send a penny letter next time’. Carlyle?
- (a) Thomas De Quincey
 - (b) Lamb
 - (c) Carlyle
 - (d) Byron
11. Name the book from which the essay ‘Our Ancestors’ is taken.
- (a) Contact : A Novel
 - (b) The Cosmic Connection : An Extraterrestrial Perspective
 - (c) Cosmos
 - (d) Broca’s Brain : Reflections on the Romance of Science
12. Who does Carl Sagan refer to when he says ‘our ancestors’?
- (a) fossils
 - (b) dinosaurs
 - (c) monkeys
 - (d) mammals
13. According to C.E.M Joad, till when is the world not going to be a perfect place?
- (a) Necessary and delightful things provided to everyone
 - (b) People can live happily and pursue greater things in life
 - (c) People have a culture and civilization of their own
 - (d) Unfair Distribution of Wealth and Resources
14. The essay *Our Civilization* was written in the year 1931 _____.
- (a) 1930
 - (b) 1931
 - (c) 1932
 - (d) 1933

15. The essay 'A Hero on Probation' deals with the life of _____.
- (a) Mahatma Gandhi (b) Jawaharlal Nehru
(c) Indira Gandhi (d) Subhas Chandra Bose
16. Who gave the title of 'Mahatma' to Gandhi?
- (a) R.K. Narayan
(b) Jawaharlal Nehru
(c) Rabindranath Tagore
(d) Raja Rao
17. Which is the least understood organ of the human body as per Hardin B. Jones?
- (a) Brain (b) Liver
(c) Heart (d) Eyes
18. Who is regarded as the father of medicine?
- (a) Socrates (b) Hippocrates
(c) Aristotle (d) Hippolyte
19. How many calories are required daily to carry out normal work as per the essay "Food" by J.B.S. Haldane?
- (a) 2000 calories (b) 2500 calories
(c) 3000 calories (d) 3500 calories
20. J.B.S. Haldane was an eminent British _____.
- (a) Biologist (b) Zoologist
(c) Botanist (d) Archeologist
21. There is _____ empty glass on the table.
- (a) a (b) an
(c) the (d) none

22. The moon revolves round the earth.
- (a) Simple past tense
 - (b) Present progressive tense
 - (c) Present perfect tense
 - (d) Simple present tense
23. This servant _____ (work) with us for ten years.
- (a) works
 - (b) has been working
 - (c) is working
 - (d) does work
24. He told her, "I want to meet your father".
- (a) He told her that I want to meet your father
 - (b) He told her that he wanted to meet her father
 - (c) He told her that he wanted to meet your father
 - (d) He told her that she wanted to meet her father
25. We have gifted him a watch.
- (a) A watch have been gifted to him by us
 - (b) A watch has been gifted to him by us
 - (c) A watch had been gifted to him by us
 - (d) A watch was gifted to him by us
26. The students must have obeyed their teachers.
- (a) Their teachers might have obeyed
 - (b) Their teachers might have been obeyed
 - (c) Their teachers must have been obeyed
 - (d) Their teachers must have obeyed
27. The key point of a formal letter is written in which part of a formal letter?
- (a) Intro
 - (b) Heading
 - (c) Subject
 - (d) Body

28. What is the accurate representation to Show the purpose of a letter?
- (a) Please note formal notice
 - (b) Attention : Formal Notice
 - (c) Subject: Formal Notice
 - (d) Announcement: Formal Notice
29. A précis must always have a _____.
- (a) Story
 - (b) Incident
 - (c) Heading
 - (d) Subheading
30. Good dialogue should do what?
- (a) Move the plot forward
 - (b) Help to develop a character
 - (c) Build drama or tension
 - (d) All the above
31. Which of these is not a feature of a paragraph?
- (a) Length
 - (b) Unity
 - (c) Incoherence
 - (d) Correctness
32. Which of these should be avoided in a paragraph?
- (a) Courtesy
 - (b) Positive attitude
 - (c) Discriminatory language
 - (d) Politeness
33. Red apples are usually _____ than green apples.
- (a) more sweeter
 - (b) most sweet
 - (c) sweeter
 - (d) sweetest

Part B

(7 × 6 = 42)

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

34. (a) Elucidate the significance of water with reference to 'Water — An Elixir of Life' by C.V. Raman.

Or

- (b) Critically comment on the element of humour and satire in the short story by Saki, Mrs. Packetide's Tiger.

35. (a) Comment on the ending of the story *A Deed of Bravery*.

Or

- (b) What according to Katharine M. Wilson are the features of cats which make them the most loved pets of all the animals?

36. (a) What are the reasons of the decline of letter writing according to A.G. Gardiner?

Or

- (b) How does Sagan use the expository writing in the essay 'Our Ancestors'?

37. (a) What are the main pros and cons of Modern civilization as enumerated by C.E. Joad in the essay 'Our Civilization'?

Or

- (b) Discuss Gandhi as a social leader of the early twentieth century.

38. (a) What are the arguments that Hardin B. Jones presents in the essay 'Dangers of Drug Abuse'?

Or

- (b) What are the different nutritional ingredients of food that J.B.S. Haldane talks about in his essay 'Food'?

39. (a) Write an essay about tenses.

Or

- (b) Change the following sentences :

- (i) He says "I will meet my mother tomorrow"
(Change into indirect)
- (ii) Johnson asked his friend if he had borrowed his pen. (Change into direct)
- (iii) Nazrul was greater than most other poets in Bangladesh. (Change into positive)
- (iv) Mina is not as wise as Rina. (Change into comparative)
- (v) The government has not approved the construction. (Change into Passive)
- (vi) Is football liked by him? (Change into Active)

40. (a) Write a letter to electricity board complaining about frequent breakdown of electricity.

Or

- (b) Write a dialogue between you and a bank manager about the opening of an account.

N-0395

Sub. Code

200122/

200322

B.A./B.B.A DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

Part – II ENGLISH – II

(Common for (B.A. /B.B.A.))

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. What is the rhyme scheme of Shakespeare's Sonnet?
(a) abba cddc effe gg (b) abab cdcd efefgg
(c) abcd abcd abcd ee (d) abab baba cdcd dcde ee
2. How many sonnets did Shakespeare write?
(a) 124 (b) 154
(c) 100 (d) 150
3. What does the Italian word 'Sonetto' mean?
(a) Long poem
(b) Little song
(c) Serious subject matter
(d) Six lines

4. Shakespearean Sonnets are otherwise known as _____
- (a) Italian Sonnets
 - (b) English Sonnets
 - (c) Spenserian Sonnets
 - (d) Petrarchan Sonnets
5. Where was the poet standing when he was describing the city of London?
- (a) On the bridge (b) in a church
 - (c) on the street (d) on the sea shore
6. What is the most striking figure of speech used in the poem *Lines Composed upon Westminster Bridge*?
- (a) Oxymoron (b) Synecdoche
 - (c) Personification (d) Metaphor
7. Where is the Westminster bridge situated?
- (a) France (b) India
 - (c) England (d) Egypt
8. Name the river that flows under the Westminster Bridge.
- (a) Thames (b) Nile
 - (c) Ganges (d) The Yellow River
9. How does Keats address the Grecian Urn?
- (a) Old Lady (b) Child
 - (c) Bride (d) Young Man
10. Where is the scene depicted on the urn located?
- (a) Mountains (b) Deep sea
 - (c) Desert (d) woods

11. What is Tempe?
(a) Valley in Greece (b) Mountain in Alps
(c) River in London (d) Bridge in Westminster
12. Who is the silent listener in the poem Andrea Del Sarto?
(a) Lucrezia (b) Elizabeth
(c) Mary (d) Vanessa
13. Where did Andrea live and work?
(a) Florence (b) Paris
(c) London (d) New York
14. Who asked Andrea to buy painting from Italy?
(a) The King of France
(b) The British Queen
(c) The King of Greece
(d) The King of Ireland
15. What do the words 'Long I stood' mean in the poem *The Road not taken*?
(a) *His dilemma*
(b) His contemplation
(c) He is enjoying nature
(d) He is enjoying his loneliness
16. What does the word 'Road' signify?
(a) The choices that we make in life
(b) Morning walk
(c) Good health
(d) Travel

17. How was the Soldier when he was young?
- (a) courageous and intelligent
 - (b) Coward
 - (c) Lethargic
 - (d) Day dreaming
18. How does the Soldier describe the tunnel?
- (a) Profound (b) Shallow
 - (c) Dark (d) Bright
19. Who wrote Introduction for the English translation of Gitanjali?
- (a) T. S. Eliot (b) D. H. Lawrence
 - (c) W.B. Yeats (d) G.B. Shaw
20. What type of poem is 'Gitanjali'?
- (a) Nature (b) War
 - (c) Religious (d) Didactic
21. How does Sarojini Naidu describe the fishermen?
- (a) The king of the sea
 - (b) Workers of the sea
 - (c) Traders at the seashore
 - (d) Sellers of fish
22. How does Sarojini Naidu describe the waves?
- (a) As fishermen's brother
 - (b) As the fishermen's mother
 - (c) As the fishermen's comrades
 - (d) As the fishermen's father

23. How does the train move according to Stephen Spender?
(a) Royal queen (b) Child
(c) Old lady (d) Soldier
24. Who is referred to as “The Royal Merchant” in the play The Merchant of Venice?
(a) Antonio (b) Shylock
(c) Bassanio (d) Lorenzo
25. Who is Jessica?
(a) Shylock’s daughter
(b) Antonio’s sister
(c) Portia’s sister
(d) Bassanio’s daughter
26. Who exchanges a turquoise ring for a monkey?
(a) Jessica (b) Portia
(c) Nerssia (d) Bassanio
27. Who is the servant of Shylock?
(a) Launcelot (b) Jessica
(c) Lorenzo (d) Salario
28. Who opens the Gold casket?
(a) Prince of Morocco (b) The Prince of Arragon
(c) Bassanio (d) Antonio
29. Who is dressed like lawyer Balthasar?
(a) Portia (b) Lorenzo
(c) Jessica (d) Launcelot

30. Which style of writing is largely used in fiction?
(a) Descriptive (b) Narrative
(c) Reflective (d) Imaginative
31. ABC of good essay. [Find out the correct abbreviation]
(a) Accuracy, Brevity and Clarity
(b) Absolute, Brief and Concise
(c) Autonomous, Brief and Clear
(d) Abstruse, Brief and Clear
32. What is a topic sentence?
(a) Title
(b) Last sentence
(c) First sentence
(d) Sentence that expresses the main idea
33. What are the two approaches to reading?
(a) Fast and Slow (b) Skip and browse
(c) Browse and rush (d) Intensive and extensive

Part B

(7 × 6 = 42)

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

34. (a) Analyse how Shakespearean Sonnet is different in both form' and 'theme' from Petrarchan.

Or

- (b) How is London portrayed in the poem *Lines Composed upon Westminster Bridge*?

35. (a) How is the Grecian Urn described by Keats?

Or

- (b) What is your opinion on Andrea?

36. (a) Comment on the poet's dilemma in the poem '*The Road not taken*'.

Or

(b) Trace the thoughts of the Soldiers in *Strange Meeting*.

37. (a) Trace the religious overtones in *Gitanjali*.

Or

(b) How does Sarojini Naidu describe the lives of the Fishermen?

38. (a) How does Stephen portray the train in his poem *The Express*?

Or

(b) Sketch the character of Portia in The Merchant of Venice.

39. (a) How would you structure an essay?

Or

(b) What are the essential features of Note -making?

40. (a) What are the different types of Reports?

Or

(b) Explain Skimming and Scanning.

N-0438

Sub. Code

200311B

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — First Semester

Part I - COMMUNICATION SKILLS — I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Communication begins usually with
 - (a) Confused ideas
 - (b) Semantic noise
 - (c) Apprehension
 - (d) Pictures in the mind
2. Which of the following is not a social network?
 - (a) LinkedIn
 - (b) Instagram
 - (c) Twitter
 - (d) E-Bay
3. In process of communication – ‘Encoding’ means

 - (a) Using symbols to express an idea
 - (b) Deciphering a message
 - (c) Creating noise in the communication
 - (d) Interpreting the meaning of the message

4. When communication for educational purpose takes place, the sequences of elements is _____
- (a) Source (b) Encoder
(c) Decoder (d) Feedback

Choose the correct answer from the option given below :

- I. (a), (b), (c), (d)
II. (b), (c), (d), (a)
III. (c), (d), (a), (b)
IV. (d), (b), (a), (c)
5. Synchronous communication takes place through which of the following technologies?
- (a) Video chat
(b) Virtual classrooms
(c) Audio conferencing
(d) Wikis

Choose the correct answers from the options given below :

- I. (a), (b), (c)
II. (b), (c), (d)
III. (c), (d)
IV. (a), (d), (c)
6. Multimedia comprises of _____
- (a) Text and Audio
(b) Video and audio
(c) Video only
(d) Text, audio and video

7. Which of these must be avoided by the speaker?
- (a) Abstract words
 - (b) Short sentences
 - (c) Good pronunciation
 - (d) Steady pace
8. Which of these is required to convey large information?
- (a) Voice (b) Tone
 - (c) Body land (d) Preparation
9. Media is known as _____
- (a) First Estate (b) Second Estate
 - (c) Third Estate (d) Fourth Estate
10. When communication enhances the interactions of learners, it is
- (a) Physiological (b) Psychological
 - (c) Artistic (d) Transient
11. If the writing task is requested by someone else, the motivation of writing said to be as _____
- (a) Internal motivation
 - (b) Non-internal motivation
 - (c) Non-external motivation
 - (d) All of the above
12. If the goal of writing is to direct action or activity, it is the resulting in commutation is known as _____
- (a) Communicating to instruct
 - (b) Communicating to inform
 - (c) Communicating to persuade
 - (d) Communicating to develop interaction

13. What are the common sources for the supporting details?
- (a) Fact and statistics
 - (b) Personal experiences
 - (c) Interviews
 - (d) All the above
14. When do you use supporting details or supporting sentences?
- (a) Before the first sentences
 - (b) After the last sentences
 - (c) After the topic sentences
 - (d) Never use any supporting sentences
15. A profile should always be included on a CV to _____
- (a) Tell the recruiter what type of role I am looking for
 - (b) Provide a brief introduction to my skills and experiences
 - (c) Salary expectation
 - (d) A profile is not important anymore
16. Apart from your name and contact details, the most important part of your CV is _____
- (a) Employment experiences
 - (b) Achievements
 - (c) Education
 - (d) Date of birth

17. Communication expressed without words, it include facial expressions, eye contact, posture and gestures
- (a) Gestures
 - (b) Non verbal messages
 - (c) Sender
 - (d) Messages
18. _____ are nonverbal communication methods.
- (a) Hand gestures
 - (b) Facial expressions
 - (c) Body languages
 - (d) All of the above
19. Which of these reports is raised annually?
- (a) Inventory reports
 - (b) Confidential reports
 - (c) Laboratory reports
 - (d) Inspection reports
20. To which of these people is the report not very crucial?
- (a) Engineers
 - (b) Scientists
 - (c) Teachers
 - (d) Bushiness executive
21. In a technical report which of these must be avoided?
- (a) Facts
 - (b) Logical conclusion
 - (c) Objective evaluation
 - (d) Subjective evaluation

22. In technical writing the largest report termed is _____
- (a) Conclusion recommendations
 - (b) Discussions
 - (c) Heading
 - (d) Footing
23. What can happen when employees are not involved in decision making during a meeting?
- (a) The employees is less likely to follow-up tasks
 - (b) The employees is more likely to follow-up on tasks
 - (c) Most employees have little interest in being part of a decision in meetings
 - (d) Only certain employees will perform without being part of the decision
24. What is the term for following the rules indication the proper and polite way to behave?
- (a) Rules
 - (b) Fairness
 - (c) Etiquette
 - (d) Bias
25. Which of these should be avoided in a Group Discussion?
- (a) Listening
 - (b) Shouting
 - (c) Speaking
 - (d) Writing
26. Which of these is not mentioned in a job description CV?
- (a) Date
 - (b) Name
 - (c) Nationality
 - (d) Education

27. Match list Mode of Communication with the list Type of Communication

Mode of Communication	Type of Communication
A One - to - one	I networks
B One - to - many	II intra-Personal
C Many - to - many	III inter-personal
D One - to - none	IV mass communication especially point

Choose the correct answers from the options given below :

- (a) A-IV, B-III, C-I, D-II
 - (b) A-III, B-II, C-IV, D-I
 - (c) A-III, B-IV, C-I, D-II
 - (d) A-I, B-II, C-III, D-IV
28. A teacher decides to form six groups of students and assigns a sub-theme to each group for discussion and reporting. Which kind of communication model will best describe his/her strategy in this regard?
- (a) Transactional model
 - (b) Interactional model
 - (c) Horizontal model
 - (d) Linear model
29. Decisions passed by shareholders are known as
- (a) Resolutions
 - (b) Provisions
 - (c) Articles
 - (d) Memorandums

30. The broad purpose of a meeting is to
- (a) Inform
 - (b) Instruct
 - (c) Persuade
 - (d) All of the above
31. Short report is considered to be as
- (a) One to five pages
 - (b) Three to five pages
 - (c) Four to five pages
 - (d) Two paragraphs
32. _____ established the technical report.
- (a) Logical conclusion
 - (b) Illogical conclusion
 - (c) Personal prejudice
 - (d) Misplaced learning
33. What is the agenda for a business meeting?
- (a) A clear list of items to be discussed
 - (b) A list of supplies needed for the meeting
 - (c) An invitation that contains only the date and time
 - (d) All list of tasks to be performed after the meeting

Part B

(7 × 6 = 42)

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

34. (a) What are the types of Communication Skills?

Or

(b) Write an essay on the barriers of Effective Communication.

35. (a) What is Oral Communication?

Or

(b) Bring out the steps involved to prepare a Speech.

36. (a) How can we develop the effective Oral Communication?

Or

(b) Write the importance of Written Communication.

37. (a) Write an essay on “Sentence Formation”.

Or

(b) Write a note on “Drafting, Correction and Final Draft”.

38. (a) Write your own CV for the post of Assistant Professor of English.

Or

(b) Write an essay on the importance of Facial Expressions and Gestures.

39. (a) What is Report? Illustrate with appropriate example.

Or

(b) Write an essay on the steps involved on the preparation of Report.

40. (a) What is Meeting? What are the procedures to conduct a meeting?

Or

(b) Write an essay on Behavioural Skills.

N-0439

Sub. Code

200313

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – First Semester

PRINCIPLES OF ECONOMICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Budget is an instrument of
 - (a) Monetary policy of the government
 - (b) Commercial policy of the government
 - (c) Fiscal policy of the government
 - (d) Availability of relevant literature

2. The concept of five years plans in the constitution of india is borrowed from _____
 - (a) Russia
 - (b) England
 - (c) The united states
 - (d) Germany

3. With what concepts does economics deal primarily with?
 - (a) Scarcity
 - (b) Poverty
 - (c) Change
 - (d) Power

4. Demand for a commodity refers to
- (a) Need for the commodity
 - (b) Desire for the commodity
 - (c) Amount of the commodity demanded at a particular price
 - (d) Quantity of the commodity
5. _____ is the official minimum rate at which the central bank of a country is prepared to rediscount approved bills held by the commercial banks.
- (a) Repo rate
 - (b) Bank rate
 - (c) Prime lending rate
 - (d) Reverse repo rate
6. The cost of one thing in terms of the alternative given up is called
- (a) Real cost
 - (b) Production cost
 - (c) Physical cost
 - (d) Opportunity cost
7. In which of the following market structure is the degree of control over the price of its product by a firm very large?
- (a) Imperfect competition
 - (b) Perfect competition
 - (c) Monopoly
 - (d) Both (a) and (b)
8. The following is the direct tax among
- (a) House tax
 - (b) Entertainment tax
 - (c) Service tax
 - (d) Value added tax
9. Limitation of business planning is
- (a) Time consuming
 - (b) Expensive device
 - (c) Heavy cost of planning
 - (d) All of the above

10. Quantity of a certain goods producers are willing to supply when receiving a certain price is known as
- (a) Supply (b) Supply relationship
(c) Demand (d) Demand relationship
11. by _____ Growth rate of an economy can be speeded up.
- (a) Investment and share market
(b) Investment abroad
(c) Investment in human capital formation
(d) Investment in primary sector
12. When national income is calculated with reference to a base year it is called _____
- (a) Nominal national income
(b) Net national income
(c) Real national income
(d) Gross national income
13. Which market structure symbolizes the existence of few sellers
- (a) Oligopoly
(b) Monopoly
(c) Monopolistic competition
(d) None of these
14. A point where the quantity of goods being supplied is exactly the same as the quantity of goods being demanded is known as _____
- (a) Demand quantity (b) Supply quantity
(c) Both (a) and (b) (d) Equilibrium

15. Which are the factors of production?
 (a) Land (b) Labour
 (c) Capital (d) all of the above
16. To find out cut-off production volume means no profit no loss which concept is used?
 (a) Law of variable proportion
 (b) Break-Even Analysis
 (c) Law of returns to scale
 (d) None of the above
17. Refers a market with a single seller
 (a) Monopoly
 (b) Oligopoly
 (c) Perfect competition
 (d) Survey
18. Total cost equals to —————
 (a) Total cost = total fixed cost + total variable cost
 (b) Total cost = total fixed cost + total marginal cost
 (c) Total cost = total variable cost + total marginal cost
 (d) None of the above
19. ————— is defined as a continuous increase in the general level of prices for goods and service.
 (a) Poverty (b) Inflation
 (c) Unemployment (d) None of the above
20. A situation in which a person is jobless is known as _____
 (a) Poverty (b) Labour
 (c) Unemployment (d) None of the above

21. Identify the function of money
- (a) Medium of exchange
 - (b) Measure of value
 - (c) Store of value
 - (d) All of the above
22. From which policy government adjusts its spending levels and tax rates to monitor and influence a nation's economy
- (a) Fiscal policy (b) Government policy
 - (c) RBI policy (d) Sociology
23. The practice of using fiscal and monetary policy to stabilize the economy is known as
- (a) Fine tuning of demand
 - (b) Monetarism
 - (c) Laissez faire economics
 - (d) Supply side economics
24. Financial activities done by bank is called _____
- (a) Transaction (b) Operation
 - (c) Banking (d) None of the above
25. The relationship between money supply and price level is
- (a) Inverse (b) Neutral
 - (c) Proportional (d) Non proportional
26. Demand for a commodity refers to
- (a) Amount of the commodity demanded at a particular price and at a particular time.
 - (b) Need for the commodity
 - (c) Desire for the commodity
 - (d) Quantity demanded of that commodity

27. Demand for factors of production is ————
- (a) Derived demand
 - (b) Joint demand
 - (c) Composite demand
 - (d) Systematic
28. The rate at which central bank lends to commercial banks is known as
- (a) Reserve Rate
 - (b) Discount Rate
 - (c) Open market operation
 - (d) None
29. Who is called the father of Economics?
- (a) Max muller (b) Karl marx
 - (c) Adam smith (d) None of these
30. In a free market economy the allocation of resources is determined by
- (a) Votes taken by consumers
 - (b) A central planning authority
 - (c) By consumer preferences
 - (d) The level of profit
31. Economics is a science which deals with human wants and their satisfaction
- (a) Social (b) Political
 - (c) Natural (d) Physical
32. The growth of an economy is indicated by an
- (a) Increase in savings
 - (b) Increase in investment
 - (c) Increase in general prices
 - (d) Increase in national income

33. The regulatory mechanism of the market system is
- (a) Self interest
 - (b) Private property
 - (c) Competition
 - (d) Specialization

Part B (7 × 6 = 42)

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

34. (a) Explain the scope and methods of economics.

Or

- (b) Examine the application of managerial economics to business.

35. (a) Explain the important role of budget line and consumer equilibrium.

Or

- (b) Discuss the concept of measurement of elasticity of demand.

36. (a) Explain the important functions and factors of production.

Or

- (b) Distinguish between the short run cost and long run cost.

37. (a) Explain the nature of cost in economics.

Or

- (b) Distinguish between the fixed costs and variable costs.

38. (a) State and Explain the liquidity preferences theory.

Or

(b) Describe the types of competition.

39. (a) Explain the price discrimination under perfect competition.

Or

(b) Briefly describe theory of wages.

40. (a) Describe the rent as surplus over transfer earnings.

Or

(b) State and Explain the theory of income and employment.

N-0440

Sub. Code

200314

B.B.A. 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. Accounting principles are generally based on _____.
 - (a) Practicability
 - (b) Subjectivity
 - (c) Convenience in recording
 - (d) Profitability

2. Dual aspect concept results in the accounting _____.
 - (a) Capital + liabilities = assets
 - (b) Capital – liabilities = assets
 - (c) Capital + profit = assets
 - (d) Assets – liabilities = profit

3. According to the going concern concept, a business entity is assumed to have _____.
- (a) A long life (b) A very short life
(c) Eternal life (d) Under statement assets
4. Transfer of money is worth from one party to another is called _____.
- (a) Journal (b) Transaction
(c) Ledger (d) Subsidiary books
5. Ledger is a book in which _____.
- (a) Only real accounts are opened
(b) Only nominal accounts are opened
(c) Only real and nominal accounts are opened
(d) All the real, personal and nominal accounts are opened
6. The return of goods to a customer should be debited to _____.
- (a) Supplier a/c (b) Customer a/c
(c) Sales return a/c (d) Purchases a/c
7. Interest on capital is _____.
- (a) Expenditure for the business
(b) Income for the business
(c) Gain for the business
(d) Asset for the business
8. Bills payable book is a _____.
- (a) Journal (b) Ledger
(c) Transaction (d) Account

9. Trial balance is _____.
- (a) A revenue statement
 - (b) Statement of ledger balance
 - (c) Ledger account
 - (d) All payment entries
10. The main purpose of preparing a bank reconciliation statement is _____.
- (a) To know the bank balances
 - (b) To correct the cash after comparing with pass book
 - (c) To reconcile cash balance as per pass book with the balance in the pass book
 - (d) A recording and summarizing statement
11. Favorable balance as per cash book means _____.
- (a) Debit balance in the bank column of the cash book
 - (b) Debit balance in the pass book
 - (c) Neither of the two
 - (d) Credit balance in the cash book
12. When overdraft as per cash book is the starting point, a cheque of Rs. 500 deposited into bank but not recorded in cash book will be _____.
- (a) Added by Rs.500
 - (b) Deducted by Rs. 500
 - (c) Added by Rs. 1,000
 - (d) Deducted by Rs. 1,000

13. Receipt side of the pass book was overcast by Rs. 500. When overdraft as per pass book is starting point _____.
- (a) Rs. 500 will be deducted
 - (b) Rs. 1,000 will be deducted
 - (c) Rs. 500 will be added
 - (d) Rs. 1,000 will be added
14. The minimum share Application money is _____.
- (a) 5% of the face value of shares
 - (b) 10% of the issue price of shares
 - (c) Re. 1 per share
 - (d) 15% of the face value of shares
15. When purchasing company pays purchase consideration, it will be debited to
- (a) Business purchase account
 - (b) Assets account
 - (c) Liquidator of selling company's account
 - (d) None of the above
16. When the purchasing company bears the liquidation expenses, it will debit the expenses to
- (a) Vendor Company's Account
 - (b) Bank Account
 - (c) Goodwill Account
 - (d) None of the above

17. When the Vendor (seller) company agrees to bear liquidation expenses, it will debit
- (a) Realisation Account
 - (b) Bank Account
 - (c) Goodwill Account
 - (d) None of the above
18. When the Net Assets are less than the Purchase Consideration, the difference will be
- (a) Debited to Goodwill A/c
 - (b) Debited to General Reserve
 - (c) All of the above
 - (d) None of these
19. When shares issued at premium which of the following account is credited?
- (a) Share premium account
 - (b) Share first call account
 - (c) Share allotment account
 - (d) Share forfeited account
20. While calculating purchase price, the following values of assets are considered
- (a) Book value (b) New values fixed
 - (c) Average values (d) Market values
21. What are final accounts?
- (a) It is the absolute final stage of accounting
 - (b) It is the sum of the company's expenditure and income
 - (c) It is the determiner of a company's net profit and loss
 - (d) All of the above

22. An account, prepared to compute the surplus or deficit of a club or society is termed:
- (a) Revaluation account
 - (b) Realization account
 - (c) Income and expenditure account
 - (d) Revenue account
23. All receipts and payments of capital nature of non-trading concern are shown in the:
- (a) Receipt and payment account
 - (b) Income and expenditure account
 - (c) Balance sheet
 - (d) None of the above
24. Debenture holders are _____.
- (a) Debtors of the company
 - (b) Creditors of the company
 - (c) External users
 - (d) Owners of the company
25. Debentures indicate the _____.
- (a) Short term borrowings of a company
 - (b) Director's share in a company
 - (c) The investment of equity share holders
 - (d) Long-term borrowings of a company
26. Credit balance left on forfeited shares is transferred to _____.
- (a) General reserve account
 - (b) Capital reserve account
 - (c) Share premium account
 - (d) Share capital account

27. Banks prepare the accounts for _____.
- (a) Calendar year
 - (b) Financial year
 - (c) Cooperative year
 - (d) Diwali year
28. The heading other assets does not include _____.
- (a) Silver
 - (b) Interest accrued
 - (c) Inter-office adjustment (Dr.)
 - (d) Gold
29. The range of primary business goals includes:
- (a) Maximum wealth for owners
 - (b) Maximum profits
 - (c) High revenue growth
 - (d) All of the above
30. What is another name for statement of financial position _____.
- (a) Income statement
 - (b) Trading and profit and loss account
 - (c) Balance sheet
 - (d) None of the above
31. How do we calculate total assets _____.
- (a) Fixed assets – current liabilities
 - (b) Current assets / current liabilities
 - (c) Fixed assets + current assets
 - (d) Fixed assets – current assets

32. The cost of debt capital is calculated on the basis of _____.
- (a) Net proceeds
 - (b) Annual interest
 - (c) Annual depreciation
 - (d) Capital
33. Which of the following is capital market line _____.
- (a) Capital allocation line of a market portfolio
 - (b) Capital allocation line of a risk free asset
 - (c) Both (a) and (b)
 - (d) None of the above

Part B (7 × 6 = 42)

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

34. (a) Distinguish between the Management accounting and Financial accounting.

Or

- (b) Explain the Accounting Standards issued by ICAI.

35. (a) Journalise the following: enter the following transactions in the books of Thiru. Ganesan.

2016 January	Rs.
1 Started business with	25,000
2 Deposited into bank	23,500
3 Purchased furniture by issuing cheque	2,000
4 Cash purchases	5,000
5 Sold goods to ramu	150
6 Goods worth Rs. 250 taken from the shop for personal use.	

Or

- (b) Prepare ledger accounts for the following transactions.

2000		Rs.
September	Vimal started business with a capital of	50,000
2	He purchased furniture for	5,000
3	He bought goods on credit from Raja for	8,000
4	He sold goods to Suresh for	5,000
5	He received cash from Suresh	3,000

36. (a) What is bank reconciliation statement? Briefly explain it.

Or

- (b) How to convert a receipt and payment account into income and expenditure account?

37. (a) Difference between fixed and fluctuating capital account.

Or

- (b) Describe the advantages and disadvantages of revaluation of assets.

38. (a) From the following particulars taken from Ramesh's books prepare trading and profit and loss a/c for the year ended 31st December 2005 and the balance sheet as on that date.

	Rs.		Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Sundry expenses	600		

	Rs.	Rs.
Purchases	25,000	
Buildings	2,500	
Bank balance	5,600	
	<u>81,500</u>	<u>81,500</u>

Adjustments:

- (i) Closing stock Rs. 900
- (ii) Salary outstanding amounted to Rs. 1,100
- (iii) Rent paid in advance Rs. 100
- (iii) Provide 5% for doubtful against debtors.

Or

- (b) A company issued 50,000 shares. These shares were underwritten as follows:

X-10,000 shares, Y-15,000 shares, Z-5,000 shares. In addition there was a firm underwriting as: X-5,000 shares, Y-2,000 shares, Z-1,000 shares. The total subscription was 40,000 shares: shares and the forms included the following marked forms: X-10,000 shares; Y-10,000 shares and Z-5,000 shares. Determine the total liability of underwriters and the company.

39. (a) Describe the impact of forfeiture of shares.

Or

- (b) Briefly explain the Non- banking assets.

40. (a) Discuss the Non- performing Assets.

Or

- (b) Briefly explain the income recognition in RBI norms.

N-0441

Sub. Code

200321B

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

Part I – COMMUNICATION SKILLS – II

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The term interview has been derived from the French word _____.
(a) Enter –voir (b) Anter–view
(c) Inter–voir (d) Mar–voir
2. Which one is the type of semi-structure interview?
(a) Panel interview (b) Care study
(c) On the spot (d) None
3. Which of the following should not be a part of resume?
(a) Religious affiliation
(b) Employment history
(c) Contact information
(d) Education

4. Your resume is a tool with one specific purpose _____.
- (a) To get a job
 - (b) To win an interview
 - (c) To discuss salary
 - (d) To know about work
5. An _____ is most likely to create a climate where honest, frank communication can occur.
- (a) understanding response
 - (b) questioning response
 - (c) calculating response
 - (d) annoying response
6. _____ is a deliberate attempt on the part of public relations practitioners to influence the public.
- (a) Propaganda (b) Publicity
 - (c) Pseudo-events (d) Persuasion
7. Which of these must be avoided in technical writing?
- (a) Facts (b) Grammar
 - (c) Punctuation (d) Personal feelings
8. Technical writing demands _____ use of language.
- (a) Figurative (b) Poetic
 - (c) Factual (d) Dramatic
9. What among the following would be an example of written communication in business?
- (a) Sending mail to enquire boss health
 - (b) Inviting colleague to dinner
 - (c) Sending mail to report monthly sales
 - (d) Congratulating a friend with a card

10. Which of the following is not a subordinator?
(a) Although (b) When
(c) The (d) Which
11. Reading out a presentation is _____.
(a) Not allowed (b) Allowed
(c) Helpful (d) Dull
12. The three major elements of presentation do not include?
(a) An audience (b) Specific content
(c) A presenter (d) Visual aids
13. Words which one recognizes when one hears or sees them are _____.
(a) Explicit vocabulary
(b) Implicit vocabulary
(c) Productive vocabulary
(d) Receptive vocabulary
14. Which of the following skills is involved when you watch a TV show?
(a) Listening skills (b) Speaking skills
(c) Reading skills (d) Writing skills
15. By using which model can the teaching of listening be done?
(a) Two stage model (b) Three stage model
(c) Five stage model (d) Four stage model
16. One of the main barriers to listening skill is _____.
(a) Time and distance
(b) Barricades of class
(c) Learner's prejudice
(d) Unscathed ear

17. Sending a letter is which type of communications?
(a) Listening (b) Writing
(c) Speaking (d) Reading
18. _____ are a group of words that together act as a grammatical units.
(a) Imperative (b) Interrogative
(c) Phrase (d) Exclamatory
19. What is a sentence?
(a) A group of ideas
(b) A group of words that communicate a complete thought
(c) A set of rules to write correctly
(d) A set of words that is grammatically correct
20. By what method we can know what the receiver understood or got the message?
(a) Transmitting (b) Feedback
(c) Message (d) Listening
21. The first language which we learn or speak as a child is _____.
(a) Jargon (b) Dialect
(c) Mother tongue (d) Vernacular
22. Types of words used for verbal communication is _____.
(a) Acronyms (b) Simple
(c) Technical (d) Jargons

23. Morpheme is the _____.
- (a) Smallest unit of a word
 - (b) Smallest unit of meaning that cannot be broken up
 - (c) Unit of a word that can be broken up into new meaning
 - (d) Smallest unit of a phrases
24. Etymology is: _____.
- (a) Science of knowing the origin of words
 - (b) Science of pedagogy
 - (c) Science of study language
 - (d) Science of meaning of words
25. Pairs of words that differ in only one sound, e.g.. 'ship' and 'sheep' are called _____.
- (a) Cogitative Paris (b) Maximum Paris
 - (c) Minimal Paris (d) None of the above
26. A phoneme is a: _____.
- (a) Technique to improve pronunciation
 - (b) Single sound unit
 - (c) Sound pattern
 - (d) Lexical item
27. Skills that allows the speaker to convey his message in a m _____ manner.
- (a) Passionate (b) Thoughtful
 - (c) Convincing (d) All of them
28. Which of these factors is not involved in the determination of correct tone?
- (a) Pitch (b) Dressing style
 - (c) Quality (d) Strength

29. Which of these means giving emphasis to a syllable?
(a) Voice quality (b) Word stress
(c) Tone (d) Message
30. Which of these is not an element of the speaking technique?
(a) Voice of quality (b) Word stress
(c) Appearance (d) Correct tones
31. The response to a sender message is called _____.
(a) Food bank (b) Feedback
(c) Food (d) Back
32. _____ is essentially a structured conversation.
(a) CV (b) Interview
(c) Phone calls (d) None of these
33. Message is any signal that triggers the response of a
(a) Receiver (b) Driver
(c) Sender (d) Cleaner

Part B

(7 × 6 = 42)

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

34. (a) Write an essay on the content of Communication Skills.
Or
(b) What are the types of responses in Communication Skills?
35. (a) Write some guidelines for effective Speaking.
Or
(b) How does proper pronunciation affect Communication?

36. (a) Why does phonetics consider as an important one in Communication Skills?

Or

(b) What is Self Assessment in Soft Skills?

37. (a) Write an essay on the abilities to develop the Language Skills.

Or

(b) What are the types of Listening?

38. (a) How can we improve the Conversational Skills?

Or

(b) Write an essay on the preparation and planning of a good Presentation.

39. (a) Write an essay on the importance of Written Communication.

Or

(b) What are the steps involved in Editing and Publishing?

40. (a) What are the types of Letters? Illustrate with proper examples.

Or

(b) Write an essay on the preparation of Press release and Newsletters.

N-0442

Sub. Code

200323

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

ONLINE PROGRAMME EXAMINATIONS

First Year – Second Semester

PRINCIPLES OF MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ skill is the ability to view the organisation as a whole and as a total entity as well as system comprised of various parts and sub systems integrated into a single unit
 - (a) Technical
 - (b) Human
 - (c) Conceptual
 - (d) Diagnostic
2. _____ means lack of order or predictability, gradual decline into disorder
 - (a) Independent
 - (b) Entrophy
 - (c) System
 - (d) Diagnostic
3. According to Drucker, management has _____ important functions
 - (a) Four
 - (b) Three
 - (c) Two
 - (d) Five

4. _____ is the action or business of promoting and selling products or services, including market research and advertising
- (a) Selling (b) Marketing
(c) Branding (d) Advertising
5. When the goals of the organisation have been established and determined, the subordinates engage with the managers in setting their _____ goals
- (a) Formal (b) Informal
(c) Personal (d) Stability
6. _____ Level problems are generally well – structured problems encountered by the organization on a daily basis
- (a) Structured (b) Operating
(c) Strategic (d) Opportunity
7. According to _____ authority is the right to give orders and the power to exact obedience
- (a) Peterson (b) Van Fleet
(c) Megginson (d) Henry Fayol
8. _____ refers to the number of subordinates a manager can effectively manage
- (a) Narrow Span
(b) Organizational design
(c) Organizational Structure
(d) Span of management

9. _____ is the downward transfer of formal authority from one person to another. Superiors delegate authority to subordinates to facilitate the accomplishment of the assigned work
- (a) Channel (b) Leadership
(c) Delegation (d) Authority
10. The policy statement should be clear and easily understood so that what is proposed to a _____ is evident
- (a) Achieve (b) Environment
(c) Revised (d) Reviewed
11. Motivation that is brought about forcefully, with use of authority and warnings is _____ motivation
- (a) Fear motivation
(b) Extrinsic motivation
(c) Positive motivation
(d) Intrinsic motivation
12. _____ needs make the base of the hierarchical structure and tend to possess the maximum power with regard to motivation
- (a) Basic (b) Safety
(c) Social (d) Esteemed
13. A true _____ motivates others to follow and includes a belief that the followers will gain by the policies
- (a) Managers (b) Leaders
(c) Politicians (d) Boss

14. _____ means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals
- (a) Teamwork (b) Autocratic
(c) Skills (d) Morale
15. _____ efficiency departments have supervisors, who being people oriented, focus on the human aspects and build effective work groups pursuing high achievement goals
- (a) Low (b) High
(c) Medium (d) Strong
16. _____ oriented organization, all efforts are directed towards goal achievement
- (a) Role (b) Task
(c) Power (d) People
17. Effective controls generate _____ data and information. Accurate information is essential for effective managerial decisions
- (a) Flexibility (b) Timeliness
(c) Accurate (d) Acceptability
18. _____ relate to financial rewards received for a particular activity
- (a) Cost (b) Income
(c) Market Share (d) Time
19. During _____ stage, every organization should collect as much reliable and useful data to achieve organizational vision
- (a) Profits (b) Goals
(c) Analysis (d) Formulation

20. _____ is the direction an organization takes with the objective of achieving business success in the long term
- (a) Strategy
 - (b) Marketing Tool
 - (c) Corporate Strategy
 - (d) Management Strategy
21. _____ may lead to over Straining of managers and lack of effective control over subordinates
- (a) Narrow Span (b) Wide Span
 - (c) Large Span (d) Small Span
22. The Span of control in practice is also affected by _____ such as time availability, degree of decentralization and control practices.
- (a) Quality of subordinates
 - (b) Nature of work
 - (c) Other Factors
 - (d) Line and Staff relationships
23. The starting point of any _____ is the existence of a message
- (a) Encoding (b) Communication
 - (c) Decoding (d) Transmission
24. _____ communication can take place in various ways and through different channels
- (a) External (b) Internal
 - (c) Upward (d) Downward
25. Coordination between different levels of hierarchy down the line is termed as _____ coordination
- (a) External (b) Internal
 - (c) Vertical (d) Substantive

26. _____ means the need or reason for doing something.
- (a) Coordination
 - (b) Stakeholders
 - (c) Social responsibility
 - (d) Motivation
27. _____ changes that could lead to efficiencies and are achieved through replacing or retraining personnel, reducing investment in heavy capital equipment, and amending operational structure
- (a) Structure (b) Strategic
 - (c) Process (d) People oriented
28. _____ is a state of mental or emotional strain or tension resulting from adverse or demanding circumstances
- (a) TQM (b) Biofeedback
 - (c) Compromise (d) Stress
29. _____ is something, such as the fear of punishment or the expectation of reward that induces action or motivates effort
- (a) Incentive (b) Motivation
 - (c) Valence (d) Root-cause
30. _____ means someone who takes no account of other people's wishes or opinions
- (a) Laissez – faire (b) Participative
 - (c) Autocratic (d) Paternal

31. _____ is a graphical plot of a leader's assessment of the importance of a task versus the importance of employees, which can be used to determine leadership style
- (a) Tannenbaum and Schmidt Model
 - (b) Managerial Grid
 - (c) The exploitive authoritative system
 - (d) Benevolent – autocratic
32. _____ refers to standards express levels of quality expected of a product or service
- (a) Quality standards
 - (b) Budgetary control
 - (c) Cost standards
 - (d) Management control
33. _____ refers to an informal person – to – person means of circulating information or gossip
- (a) Feedback
 - (b) Internal communication
 - (c) Lateral communication
 - (d) Grapevine

Part B

(7 × 6 = 42)

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

34. (a) Describe the various functions of management.

Or

- (b) Why is F.W.Taylor called the father of Scientific management? Discuss his principles of Scientific management.

35. (a) Critically evaluate the importance of creativity and critical thinking.

Or

(b) Discuss the concept of organizing, what is the importance of organizing?

36. (a) What is centralization? Discuss the factors that determine the need for centralization or decentralization.

Or

(b) Describe the various types of motivation.

37. (a) Discuss the advantages and disadvantages of dictatorial leadership.

Or

(b) Describe Likert's Four Systems Model.

38. (a) Explain the modern techniques of managerial control.

Or

(b) Examine the Strategic management process in detail.

39. (a) Analyze the factors affecting span of management.

Or

(b) Describe the process of communication in detail.

40. (a) Explain the different types of coordination.

Or

(b) Discuss how crisis are resolved within an organization.

N-0443

Sub. Code

200324

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

First Year — Second Semester

COST ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ aims at serving the needs of the management in conducting the business with utmost efficiency
 - (a) Management
 - (b) Cost
 - (c) Financial
 - (d) General

2. _____ are the cost centres where actual production work takes place
 - (a) Production
 - (b) Service
 - (c) Impersonal
 - (d) Personal

3. _____ cost is the cost of placing order with the supplier
 - (a) Carrying
 - (b) Ordering
 - (c) JIT
 - (d) ABC

4. When the supplier has been selected, the most common procedure is the preparation of a _____
- (a) JIT (b) ABC
(c) Purchase order (d) Materials
5. _____ costs include all such losses and wastages arising because of the inexperienced new labour force replacing the existing one as well as the cost of recruitment and training of new workers
- (a) Reduction (b) Replacement
(c) Labour (d) Turnover
6. _____ are very commonly used for recording the time spent on each job
- (a) Job ticket (b) Job card
(c) Daily sheet (d) Weekly sheet
7. _____ are material costs, which cannot be allocated but which are to be apportioned to or absorbed by cost centres of cost units
- (a) Indirect materials (b) Indirect wages
(c) Indirect expenses (d) Selling
8. _____ is the most principle of apportionment of overhead costs
- (a) Service (b) Ability to pay
(c) Survey (d) Departmental cost
9. Opening stock is written on the debit side while closing stock is written on the _____ side
- (a) Debit (b) Credit
(c) Both (d) Cost Account

10. In cost sheet, finished goods are adjusted after calculating cost of _____
- (a) Scrap (b) Production
(c) Tender price (d) Output
11. While reconciling, any items under this category must be considered. These items are classified into _____ categories
- (a) Three (b) Four
(c) Two (d) Five
12. In cost accounts stocks are valued according to the method adopted in _____ accounts
- (a) accounting (b) personnel
(c) labour (d) stores
13. That amount of loss which cannot be avoided because of the nature of material or process is _____ process loss
- (a) Normal (b) Abnormal
(c) Secured (d) Unsecured
14. _____ costing is the methodology used to allocate the total costs of production to homogenous units produced via a continuous process that usually involves multiple steps or departments
- (a) Personnel (b) Process
(c) Labour (d) Stores

15. _____ method, the joint cost is apportioned by using the average unit cost which is obtained by dividing the total joint cost by the total number of units produced of all the products
- (a) Average unit cost method
 - (b) Reverse cost
 - (c) Physical units
 - (d) Survey method
16. Joint products are multiple products generated by a single production process at the _____ time
- (a) Different (b) Same
 - (c) Mutually (d) Unique
17. _____ clause is often provided in contracts to cover any likely changes in the price or utilization of material or labour
- (a) Contract (b) Escalation
 - (c) Cost-plus contract (d) Reverse cost
18. The contract account is also credited with the _____
- (a) Direct (b) Indirect
 - (c) Contract price (d) Contract account
19. _____ is the cost of setting the machine and the tools for production of a particular batch
- (a) Setting up cost (b) Carrying cost
 - (c) Job cost (d) Job order

20. Economic bath quantity refers to the optimum quantity in a batch at which cost per unit is _____
- (a) Maximum (b) Minimum
(c) Large (d) Small
21. The basic idea of responsibility accounting is that large diversified organizations are difficult, if not impossible to manage as a _____ segment
- (a) Multiple (b) Single
(c) Dual (d) Large
22. _____ budgeting is relatively new concept which focuses on functions, programmes and activities as it lays emphasis on achievement of physical targets
- (a) ZBB (b) Performance
(c) Cost (d) Master
23. _____ standards are usually established for direct labour costs
- (a) Three (b) Five
(c) Six (d) Two
24. _____ refers to the difference between a standard costs and the comparable actual cost incurrent during a period
- (a) Operating (b) Standard
(c) Cost variance (d) Variable
25. In marginal costing, prices are based on marginal cost plus _____
- (a) Goods (b) Contribution
(c) Sales (d) Margin

26. Margin of safety (safety margin) is the difference between the intrinsic value of a stock and its _____ price
- (a) Sales (b) Fixed
(c) Market (d) Books
27. _____ is the basic function of management which involves selection of best course of action from out of several alternatives available
- (a) Cost factors (b) Control factors
(c) Decision making (d) Profits
28. _____ ledger is the principal ledger in cost books which controls all other ledgers in the costing department
- (a) Stores (b) Costs
(c) Finished (d) Job
29. _____ accounting helps in the introduction of a cost reduction programme and finding out new and improved ways to reduce costs
- (a) management (b) cost
(c) financial (d) budget
30. _____ is that size of the purchase order which gives maximum economy in purchasing
- (a) JIT (b) ABC
(c) EOQ (d) Costing
31. Under _____ system, workers are paid according to the time for which they work
- (a) Piece rate (b) Cost rate
(c) Time rate (d) Balanced rate

32. _____ is the difference between practical capacity and capacity based on sales expectancy or actual capacity
- (a) Absorption (b) Allocation
(c) Idle Capacity (d) Selling overhead
33. _____ refer to the type of accounting in which actual transaction of a company are recorded to show the financial position
- (a) Management (b) Cost
(c) Financial (d) Budget

Part B

(7 × 6 = 42)

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

34. (a) Discuss the different methods of costing.

Or

- (b) From the following transactions, prepare a stores ledger account using FIFO method

July

- 1 Opening stock 500 units @ ' 20 each
4 Purchased GRN 574 400 units @' 21 each
6 Issued SR 251 600 units
8 Purchased GRN 578 800 units @ '24 each
9 Issued SR 258 500 units
13 Issued SR 262 300 units
24 Purchased GRN 584 500 units @' 25 each
28 Issued SR 269 400 units

GRN = Good received Notes;

SR = Stores requisition.

35. (a) Examine the concept and treatment of idle time. Explain the following methods of wage payment
- (i) Taylor's different piece rate system
 - (ii) Rowan scheme
 - (iii) Emerson's efficiency plan.

Or

- (b) What are the bases of apportionment of overhead expenses among departments? Name the overhead for which each basis will be suitable.
36. (a) The following data relate to the manufacturing of a standard product during the four weeks ending on 31st March 2010:

Raw materials consumed '20,000

Direct wages '12,000

Machine-hours worked 1,000 hours

Machine-hour rate 2 per hour

Office overhead 20% on work costs

Selling overhead 0.40 per unit

Units produced 20,000 units

Units sold at 3 each 18,000 units

Prepare a cost sheet and show the profit.

Or

- (b) The profit disclosed by company's cost accounts for the year was Rs.30,114 whilst the net profit shown by the financial accounts amounted to Rs.19,760 on recounting the figures the following differences are brought to light
- (i) Overheads in the cost accounts were estimated at Rs.7,500. The charge for the year shown by the financial accounts was '6,932.
 - (ii) Director's fees not charged in the cost accounts amounted to Rs.750.
 - (iii) The company has allocated Rs.600 to general provision for bad debts.
 - (iv) Work was commenced during the year on a new factory and expenditure of Rs.12,000 was incurred. Depreciation of 5% was provided for in the financial accounts.
 - (v) Transfer fees received amounted to Rs.28
 - (vi) The amount charged for Income Tax Rs.9,000
- Prepare a statement reconciling the figure shown by cost and financial accounts.

37. (a) State the essential characteristics of process costing.

Or

- (b) A coke manufacturing company produces the following products by putting 5,000 tonnes of coals @ 25 per tonne into common process.

Coke 3,500 tonnes

Tar 1,200 tonnes

Sulphate 52 tonnes

Benzol 48 tonnes.

Apportion the joint cost amongst the products on the basis of physical units method.

38. (a) The kedar accepted a contract for the construction of a building for 10,00,000; the contractee agreeing to pay 90% of work certified as complete by the architect.

During the first year, the amounts spent were :

Material 1,20,000

Machinery 30,000

Labour 1,50,000

Other expenses 90,000.

At the end of the year, the machinery was considered to be of 20,000 and materials at site were of the value of 5000. Work certified during the year totalled 4,00,000.

In addition, work-in-progress but not certified at the end of year had cost 15,000. Prepare contract account in the books of the kedar.

Also show the various figures of profit that can be transferred reasonably to the profit and loss account.

Or

- (b) Explain how costs are booked against job order number.
39. (a) What do you understand by the term flexible budget? How is it drawn up and what difficulties do you expect to face in its compilation? is flexible budget useful to management?

Or

- (b) Explain the steps involved in the establishment of standard costing.
40. (a) Describe the concept of profit-volume-ratio.

Or

- (b) Examine the advantages, disadvantages and distinctive features of integral accounting.

N-0444

Sub. Code

200331

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

ORGANIZATIONAL BEHAVIOUR

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. Organisational behaviour is _____
 - (a) A science
 - (b) An art
 - (c) A science as well as an art
 - (d) None of the above

2. _____ is recognised as father of “Human relations”
 - (a) William Gilbreth
 - (b) Hendry Fayol
 - (c) F. W. Taylor
 - (d) Elton Mayo

3. _____ refers to evaluative statements or judgments concerning objects, people, or events.
 - (a) Attitude
 - (b) Behavior
 - (c) Appearance
 - (d) Demeanor

4. Which personality trait involves sadness or emotional instability?
(a) Extraversion (b) Agreeableness
(c) Conscientiousness (d) Neuroticism
5. _____ is the force of action or motivation.
(a) Behaviour (b) Stimulus
(c) Perception (d) Attitude
6. According to Herzberg, which of the following is a maintenance factor?
(a) Salary (b) Work itself
(c) Responsibility (d) Recognition
7. “Leadership motivates the people to work and not the power of money”, this concept is related to
(a) Autocratic model (b) Custodial model
(c) Supportive Model (d) Collegial Model
8. Which of the following forms the basis for the autocratic model of OB?
(a) Obedience (b) Authority
(c) Power (d) Dependence on boss
9. A group of people working with common objectives or goals is known as a
(a) Team (b) Teamwork
(c) Group (d) Club
10. Three bases of position power are
(a) Reward, expertise, and coercive power
(b) Legitimate, experience, and judgment power
(c) Knowledge, experience, and judgment power
(d) Reward, coercive, and knowledge power

11. The process by which managers help others to acquire and use the power needed to make decisions affecting themselves and their work is called _____
- (a) Politics (b) Managerial philosophy
(c) Authority (d) Empowerment
12. The pattern of authority, influence, and acceptable managerial behavior established at the top of the organization is called _____
- (a) Organizational governance
(b) Agency linkage
(c) Power
(d) Politics
13. _____ suggests that public corporations can function effectively even though their managers are self-interested and do not automatically bear the full consequences of their managerial actions.
- (a) Power theory (b) Managerial philosophy
(c) Virtual theory (d) Agency theory
14. A worker who behaves in a certain manner to ensure an effective boss-subordinate relationship shows _____ power.
- (a) Expert (b) Reward
(c) Approval (d) Referent
15. The stress management involves control and reduction of tension which occur in stressful conditions and it includes _____
- (a) Autogenic training (b) Being serious
(c) Inadequate sleep (d) Stress of family

16. _____ Is defined as the optimal amount of stress that helps to promote health and growth.
- (a) Mistress
 - (b) Eustress
 - (c) Distress
 - (d) Neostress
17. Conflict that ends up being “functional” for the people and organization involved would most likely be _____
- (a) Of high intensity
 - (b) Of moderate intensity
 - (c) Of low intensity
 - (d) Nonexistent
18. Which approach to conflict management can be best described as both highly cooperative and highly assertive?
- (a) Competition
 - (b) Compromise
 - (c) Accommodation
 - (d) Collaboration
19. A strong culture should reduce employee turnover, because it results in _____
- (a) A highly centralized organization
 - (b) Cohesiveness and organizational commitment
 - (c) A highly formalized organization
 - (d) An outcome-oriented organization
20. Culture is most likely to be a liability when _____
- (a) The organization’s environment is dynamic
 - (b) The organization’s management is highly efficient
 - (c) The organization is highly centralized
 - (d) The organization scores low on the degree of formalization
21. A strong culture can act as a substitute for which of the following?
- (a) Institutionalization
 - (b) Formalization
 - (c) Socialization
 - (d) Centralization

22. A _____ climate requires managers and employees to use an external, standardized moral compass such as a professional code of conduct for norms.
- (a) Independence
 - (b) Rules
 - (c) Law and code
 - (d) Caring
23. _____ refers to the shared perceptions organizational members have about their organization and work environment.
- (a) Organizational climate
 - (b) Institutionalization
 - (c) Microcosm
 - (d) Groupthink
24. Which of the following is not one of the five most prevalent climate categories making up the ethical dimensions of organization culture?
- (a) Instrumental (b) Caring
 - (c) Dependence (d) Law and code
25. OD process is cyclical and ends, when:
- (a) Desired development result is obtained
 - (b) Plan is implemented
 - (c) Data is gathered
 - (d) Problem is identified
26. OD intervention seminars being conducted in the organizations help to
- (a) Improve overall efficiency
 - (b) Improve productivity
 - (c) Improve morale of the employees
 - (d) All of the above

27. Which of the following is a symptom of short-term stress?
- (a) Rapid breathing
 - (b) Digestive problems
 - (c) Excessive tiredness
 - (d) Mood changes
28. Extreme fatigue, exhaustion and burnout are all signs of
- (a) Short-term stress (b) Long-term stress
 - (c) behavioural stress (d) Emotional stress
29. Which of the following is one of the three steps in the Lewin's three-step change model?
- (a) Analysis (b) Movement
 - (c) Evaluation (d) Dreaming
30. Which of the following statements is true regarding the establishment of the organizational culture and its effects on the organization?
- (a) Today's trend toward decentralized organizations makes it is easier to establish a strong culture.
 - (b) In a virtual organization, a strong culture can be established quickly and easily.
 - (c) Employees organized in teams always show greater allegiance to the values of the organization as a whole than to their team and its values.
 - (d) Culture acts as a control mechanism and guides the behavior of employees.
31. The purpose of job enrichment is to _____
- (a) Expand the number of tasks an individual can do
 - (b) Increase job efficiency
 - (c) Increase job effectiveness
 - (d) Increase job satisfaction of middle management

32. _____ is the process of stimulating people to actions to accomplish the goals.
- (a) Bonus
 - (b) Motivation
 - (c) Performance-based Incentive
 - (d) Promotion
33. Motivation includes
- (a) Job enrichment (b) Job rotation
 - (c) Job enlargement (d) All of the above

Part B (7 × 6 = 42)

Answer **all** questions

34. (a) Define Organisation. And bring out its various elements.

Or

- (b) Define Personality. What are the major factors which shape the personality of an individual?

35. (a) What is meant by motivation? Explain in details Maslow's need hierarchy theory.

Or

- (b) What is group dynamics? Why is it important for understanding organisational behavior?

36. (a) What is meant by group norms? What are the factors affecting group cohesiveness?

Or

- (b) Define power? Explain in details various types of power.

37. (a) What are the Effective uses of organizational power?

Or

(b) Define Organisational Stress? What are the causes of Stress?

38. (a) Define conflict. What are the types of Conflict?

Or

(b) What are the characteristic of informal organization?

39. (a) What do you meant by organisational cultural? What are the impact of its?

Or

(b) What is organizational Development? What are the process of organizational development?

40. (a) What is organizational change? Explain in details factors to be Resistance to change.

Or

(b) Explain in details various techniques of OD interventions.

N-0445

Sub. Code

200332

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

BUSINESS STATISTICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which of the following is a branch of statistics?
 - (a) Descriptive statistics
 - (b) Inferential statistics
 - (c) Industry statistics
 - (d) Both (a) and (b)

2. Source of data collected and compiled by others is called
 - (a) Primary data
 - (b) Secondary data
 - (c) Primary and secondary
 - (d) None of these

3. The suitable diagram to represent the data relating to the monthly expenditure on different items by a family is :
- (a) Histogram
 - (b) Histogram
 - (c) Multiple bar diagram
 - (d) Pie diagram
4. When successive mid-points in a histogram are connected by straight lines, the graph is called
- (a) Histogram
 - (b) Ogive
 - (c) Frequency curve
 - (d) Frequency polygon
5. Calculate the geometric Mean of 1, 3, 9, 3
- (a) 1
 - (b) 2
 - (c) 3
 - (d) 4
6. Find the median of the call received on 7 consecutive days 11, 13, 17, 13, 23, 25, 19.
- (a) 13
 - (b) 23
 - (c) 25
 - (d) 17
7. If the coefficient of variation is 100 the mean of the data is 25, then find the standard deviation.
- (a) 5
 - (b) 10
 - (c) 15
 - (d) 25
8. The change in which of following terms does not affect the standard deviation?
- (a) Origin
 - (b) Scale
 - (c) Origin and scale
 - (d) Neither origin nor scale

9. Which of the following distribution has higher Kurtosis.
- (a) A normal distribution
 - (b) A t-distribution
 - (c) A uniform distribution
 - (d) A chi-squared distribution
10. What is the formula for measuring Skewness in dataset?
- (a) Mean-median
 - (b) Mode-median
 - (c) $(3(\text{mean-median}))/\text{Standard deviation}$
 - (d) $(\text{mean-mode})/\text{standard deviation}$
11. If there is a very strong correlation between two variables then the correlation coefficient must be.
- (a) Any value larger than 1
 - (b) Much smaller than 0, if the correlation is negative
 - (c) Much larger than 0, regardless of whether the correlation is negative or positive
 - (d) None of these alternatives is correct.
12. The correlation coefficient is used to determine:
- (a) A specific value of the y -variable given a specific value of the x -variable.
 - (b) Specific value of the x -variable given a specific value of the y -variable
 - (c) The strength of the relationship between the x and y variables
 - (d) None of these.

13. In regression analysis, if the independent variable is measured in kilograms, the dependent variable.
- (a) must also be in kilograms
 - (b) must be in some unit of weight
 - (c) cannot be in kilograms
 - (d) can be any units
14. In least squares regression, which of the following is not a required assumption about the error term?
- (a) The expected value of the error terms is one.
 - (b) The variance of the error term is the same for all values of x.
 - (c) The values of the error term are independent.
 - (d) The error term is normally distributed.
15. _____ are the index number in which all items of series are recorded equal weightage or importance.
- (a) Price index (b) Simple index
 - (c) Linear index (d) Multiple indexes
16. Which of the following are the limitations of index numbers?
- (a) Index numbers are not completely true
 - (b) Index numbers can't facilitate international comparison
 - (c) Index numbers have limited use
 - (d) All of the above
17. The following are the movement(s) in the secular trend
- (a) Smooth (b) Regular
 - (c) Steady (d) All of the above

18. In the measurement of the secular trend, the moving averages:
- (a) Smooth out the time series
 - (b) Give the trend in a straight line
 - (c) Measure the seasonal variations
 - (d) None of these
19. What are the conditions in which Type-I error occurs?
- (a) The null hypotheses get accepted even if it is false
 - (b) The null hypotheses get rejected even if it is true
 - (c) Both the null hypotheses as well as alternative hypotheses are rejected
 - (d) None of the above
20. Type 1 error occurs when?
- (a) We reject H_0 if it is True
 - (b) We reject H_0 if it is False
 - (c) We accept H_0 if it is True
 - (d) We accept H_0 if it is False
21. In the process of conducting research “Formulation of Hypothesis” is followed by
- (a) Statement of objectives
 - (b) Analysis of Data
 - (c) Selection of Research Tools
 - (d) Collection of Data

22. If the assumed hypothesis is tested for rejection considering it to be true is called?
- (a) Null hypothesis
 - (b) Statistical Hypothesis
 - (c) Simple Hypotheses
 - (d) Composite Hypothesis
23. Analysis of variance is a statistical method of comparing the _____ of several populations.
- (a) Standard deviations
 - (b) Variances
 - (c) Means
 - (d) Proportions
 - (e) None of the above
24. The error deviations within the SSE statistic measure distance:
- (a) within groups
 - (b) between groups
 - (c) both (a) and (b)
 - (d) none of the above
 - (e) Between each value and the grand mean
25. If the probability of hitting an object is 0.8, find the variance
- (a) 0.18
 - (b) 0.16
 - (c) 0.14
 - (d) 0.12

26. Previous probabilities in Bayes Theorem that are changed with the new available information are called _____
- (a) independent probabilities
 - (b) dependent probabilities
 - (c) interior probabilities
 - (d) posterior probabilities
27. $E(X) = \lambda$ is used for which distribution?
- (a) Binomial distribution
 - (b) Poission's distribution
 - (c) Bernoulli's distribution
 - (d) Laplace distribution
28. If $P(1) = \lambda P(5)$ in Poission's distribution, find the value of mean.
- (a) 33.81
 - (b) 53.81
 - (c) 63.81
 - (d) 43.81
29. What is a sampling unit?
- (a) The population
 - (b) The basic unit containing the elements of the population to be sampled.
 - (c) All the individual elements of the final sample, drawn together.
 - (d) The method used to collect the sample.
30. Which of the following is not a non-random sampling method?
- (a) Cluster sampling
 - (b) Quota sampling
 - (c) Convenience sampling
 - (d) Accidental sampling

31. When one examines the entire population instead of a subgroup of the population, this is called a _____
- (a) Sampling (b) Census
(c) Population (d) Bias
32. A _____ is a subset of a _____.
- (a) Sample, population
(b) Population, sample
(c) Statistic, parameter
(d) Parameter, statistic
33. Random sampling is also called _____.
- (a) Availability sampling
(b) Probation sampling
(c) Probability sampling
(d) Prospect sampling

Part B

(7 × 6 = 42)

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

34. (a) What are the methods of data collection? Explain.

Or

- (b) Distinguish between Diagram and Graph.
35. (a) Calculate the Harmonic mean from the following data:
- | | | | | | |
|------------|-----|------|-------|-------|-------|
| <i>X</i> : | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 |
| <i>F</i> : | 3 | 5 | 8 | 3 | 1 |

Or

- (b) Calculate co-efficient of quartile deviation :
- | | | | | | | |
|------------------|----|----|----|----|----|----|
| Marks : | 10 | 20 | 30 | 40 | 50 | 60 |
| No.of students : | 4 | 7 | 15 | 8 | 7 | 2 |

36. (a) Describe the different measures of skewness and which one is frequently used.

Or

- (b) Calculate Spearman's rank correlation coefficient.

X: 85 60 73 40 90

Y: 93 75 65 50 60

37. (a) Calculate the regression equations from the following data:

Price (Rs.): 10 12 13 12 16 15

Demanded : 40 38 43 45 37 43

Or

- (b) Calculate index number by

(i) Laspeyre's Method

(ii) Paache's Method

(iii) Fisher's Ideal Method

Particular	Base Year		Current Year	
	Kilo	Rate (Rs.)	Kilo	Rate (Rs.)
A	10	3	8	3.25
B	20	15	15	20
C	2	25	3	23

38. (a) Explain the importance of time series analysis in business forecasting.

Or

- (b) Explain the various types of errors in testing a hypothesis.

39. (a) Explain the test of significance for large samples.

Or

(b) Explain the steps to be followed in the process of Chi-square test.

40. (a) What are the types of probability distribution with examples?

Or

(b) Explain the binomial distribution with its properties.

N-0446

Sub. Code

200333

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Third Semester

BANKING THEORY

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks


Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. We should keep our savings with banks because
 - (a) It is safe
 - (b) Earns interest
 - (c) Can be withdrawn anytime
 - (d) All of above
2. Bank does not give loan against
 - (a) Gold Ornaments
 - (b) LIC policy
 - (c) Lottery ticket
 - (d) NSC
3. Bank having maximum number of branches in India
 - (a) Reserve Bank of India
 - (b) State Bank of India
 - (c) Punjab National Bank
 - (d) Bank of Baroda

4. 100/- Rupee note is signed by
(a) Prime Minister (b) Finance Minister
(c) RBI Governor (d) None of above
5. ATM password should be kept in
(a) Personal diary (b) Office diary
(c) Memory (d) All of above
6. ATM password to be shared only with
(a) Spouse
(b) Obedient son
(c) Obedient daughter
(d) None of above
7. Nomination can be done in
(a) Savings Bank account
(b) Recurring Deposit account
(c) Fixed Deposit account
(d) All of the above
8. Who is the present Governor of RBI?
(a) K.C. Chakrabarty
(b) D K Mittal
(c) Raghuram Rajan
(d) Montek Singh Ahluwalia
9.  Is the logo of?
(a) State Bank of India
(b) Punjab National Bank
(c) Bank of Baroda
(d) None of above

10. Minimum age required to open SB account in the bank
- (a) 8 years
 - (b) 10 years
 - (c) 12 years
 - (d) None of above
11. Bank does not provide loans for
- (a) Crop loans
 - (b) Education loans
 - (c) Home loans
 - (d) Drinking and Gambling
12. KYC means
- (a) Know your customer
 - (b) Know your character
 - (c) Both of above
 - (d) None of above
13. Loans from money lenders are
- (a) With High rate of interest
 - (b) No proper accounting
 - (c) No transparency
 - (d) All of above
14. ATM means
- (a) Any Time Money
 - (b) Auto Truck of Mahindra
 - (c) Automated Teller Machine
 - (d) None of above

15. Timely repayment of loans results
- (a) Good reputation
 - (b) No tension
 - (c) Easily availability of loan in future
 - (d) All of above
16. Defaulter of loan means
- (a) Not paying loan instalments
 - (b) Bad reputation
 - (c) Illegal activities
 - (d) None of above
17. Life insurance means
- (a) Insurance of human
 - (b) Insurance of life of human and Cattle
 - (c) Insurance of Life of Machines
 - (d) All of above
18. General Insurance relates to insurance against
- (a) Fire
 - (b) Theft
 - (c) Burglary
 - (d) All of above
19. Aadhaar is
- (a) 12 digit number card
 - (b) Identity proof issued by UIDAI
 - (c) Both (a) and (b)
 - (d) None of above

20. E or S means
- (a) East or South zone
 - (b) Easy and Swift
 - (c) Either or Survivor
 - (d) None of above
21. Which is prohibited for writing on currency notes?
- (a) Political message
 - (b) Religious message
 - (c) Personal message
 - (d) All of above
22. PPF means
- (a) Pension Planning Funds
 - (b) Person having Pension Facilities
 - (c) Public Provident Fund
 - (d) Permanent Practitioner's Forum
23. Highest denomination of currency notes issued by RBI is
- (a) Rs.100/- (b) Rs.500/-
 - (c) Rs.1,000/- (d) Rs.10,000/-
24. NRI means
- (a) Non Rural Individuals
 - (b) Non Rural Immigrants
 - (c) Non Resident Indian
 - (d) None of above

25. PAN means
- (a) A kind of utensil
 - (b) Primary Account Number
 - (c) Permanent Account Number
 - (d) None of above
26. Who is the present Chairman of State Bank of India?
- (a) Arundhati Bhattacharya
 - (b) O.P. Bhatt
 - (c) Pratip Chaudhuri
 - (d) Chanda Kochar
27. Bank provides loans for
- (a) Home (b) Car
 - (c) Education (d) All of above
28. Which currency note has security thread?
- (a) Rs.50/- (b) Rs.100/-
 - (c) Rs.500/- (d) All of above
29. The safest place for keeping money
- (a) A pit dug in the ground
 - (b) An iron box
 - (c) Bank
 - (d) Money lender
30. Gold and silver ornaments should be kept in bank lockers
- (a) It is safe (b) No risk of theft
 - (c) Both (a) and (b) (d) None of above

31. Which type of deposits earns higher interest rate?
- (a) Current account (b) Savings Account
(c) Fixed Deposits (d) None of above
32. Fixed Deposit can
- (a) not be withdrawn before maturity
(b) paid only after maturity
(c) withdrawn before maturity
(d) All of above
33. What kinds of services are available free in 'Basic Savings Bank Deposit Account'?
- (a) Receipt / credit of money through NEFT / RTGS
(b) No annual maintenance charges on ATM-cum-Debit card
(c) 4 withdrawals in a month (including ATM withdrawals)
(d) All of above

Part B

(7 × 6 = 42)

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

34. (a) Discuss advantages and disadvantages of Branch Banking.

Or

- (b) Discuss advantages and disadvantages of Unit Banking.

35. (a) Write about Functions of RBI.

Or

(b) Discuss about monetary policy of RBI.

36. (a) Discuss about the NABARD functions and achievements.

Or

(b) Briefly about Cooperative Banks.

37. (a) Write special relationship between Banker and Customer.

Or

(b) Explain the procedure of opening an account with bank.

38. (a) Briefly about KYC Norms.

Or

(b) Explain the Special Customer of the banks.

39. (a) Describe duties and responsibilities of paying banker.

Or

(b) Explain the duties and responsibilities of Collecting banker.

40. (a) Explain the Negotiable Instruments.

Or

(b) Explain the principles of sound lending.

N-0447

Sub. Code

200334

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year – Third Semester

BANKING LAW AND PRACTICE – I

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The primary relationship between a banker and customer starts from the time
 - (a) When customer visits that bank
 - (b) When customer opens account
 - (c) When customer visits that bank to made queries
 - (d) All of the above

2. Which one of the following is the most important relationship between banker and customer
 - (a) Debtor and Creditor
 - (b) Bailee and Bailor
 - (c) Agency and Principal
 - (d) Trustee and Beneficiary

3. Which bank have given the instructions to the commercial banks regarding the immediate credit of outstation cheques?
- (a) Reserve Bank of India
 - (b) Central Bank
 - (c) World Bank
 - (d) All of the above
4. Dishonour of cheque by a banker without any justifiable reason is called
- (a) Valid dishonour of cheques
 - (b) Unmindful dishonour of cheques
 - (c) Negligence dishonour of cheques
 - (d) Wrongful dishonour of cheques
5. _____ is the right of a person to retain the property of another person in his possession until the debt from that owner of that property is repaid
- (a) Lien
 - (b) Retainment
 - (c) Retrenchment
 - (d) Libel
6. The idea behind the bankers right to set-off is to enable the banker to reduce the _____ amount due to him from a customer
- (a) Gross
 - (b) Net
 - (c) Partial
 - (d) None of the above
7. Fixed Deposits is otherwise called as
- (a) Accrued Deposits
 - (b) Time deposits
 - (c) Recurring Deposits
 - (d) Demand Deposits

8. The main aim of a banker for performing the subsidiary services is to earn a _____ of the customers
- (a) Money (b) Documents
(c) Valuables (d) Goodwill
9. In Negotiable Instruments Act 1881, which section defines promissory note?
- (a) Section 1 (b) Section 2
(c) Section 3 (d) Section 4
10. A cheque dated subsequent to the date of its issue is
- (a) Post dated cheque (b) Blank cheque
(c) Crossed cheque (d) Account payee cheque
11. A drawer in the bill of exchange can also be a
- (a) Paymaster (b) Payee
(c) Banker (d) Creditor
12. The lien is defined in
- (a) The Sale of Goods Act
(b) The Transfer of property Act
(c) The Indian Contract Act
(d) The Companies Act
13. Who is primarily liable on a promissory note?
- (a) Holder (b) Maker
(c) Drawee (d) Endorser
14. _____ is a dead cheque
- (a) Post dated cheque (b) Stale cheque
(c) Ante dated cheque (d) Pre dated cheque

15. Discounting of bills of exchange is
 - (a) Clean advance
 - (b) Secured advance
 - (c) Neither clean advance nor secured advance
 - (d) Unsecured advance
16. Expand NEFT
 - (a) National Electronic Fund Transfer
 - (b) National Eligibility Fund Transaction
 - (c) Neutral Electronic Fund Transfer
 - (d) Norepinephrine transporter
17. Blank endorsement is otherwise called as
 - (a) Full Endorsement
 - (b) Qualified Endorsement
 - (c) General Endorsement
 - (d) Special Endorsement
18. What does the term 'PIN' stands for
 - (a) People Identification Number
 - (b) Personal Instruction Number
 - (c) Personal Identification Number
 - (d) Personal Information Number
19. KYC means
 - (a) Know Your Card
 - (b) Know Your Cost
 - (c) Know Your Customer
 - (d) Know Your Creditor

20. RTGS means
- (a) Real Towards Gross Settlement
 - (b) Real Turn Gross Settlement
 - (c) Real Technique Gross Settlement
 - (d) Real Time Gross Settlement
21. ATMs are primarily used for performing the _____ functions
- (a) Infrastructure (b) Computer based
 - (c) Banking (d) Hospitalized
22. Nationalisation of 14 major commercial in the year of
- (a) 1949 (b) 1935
 - (c) 1956 (d) 1969
23. A negotiable instrument drawn or make in India is called _____ instrument
- (a) Inland (b) Foreign
 - (c) Time (d) Clean
24. Addition of the name of a banker across the face of a cheque is called as
- (a) General crossing (b) Special crossing
 - (c) Upper Crossing (d) Lower Crossing
25. The most important feature of a negotiable instrument is
- (a) Free transfer (b) Transfer free from defects
 - (c) Right to sue (d) Both (a) and (b)
26. In which year, Electronic Fund Transfer (EFT) was launched in India?
- (a) 1994 (b) 1995
 - (c) 1999 (d) 2000

27. In which year, SWIFT was established?
- (a) April 1973 July 1973
 - (b) July 1973
 - (c) May 1973
 - (d) August 1973
28. Banking transaction that takes place in a virtual ambience on the website of a banking company is termed as
- (a) Internet Banking (b) Telephone Banking
 - (c) Mobile Banking (d) Modern Banking
29. Telephone Banking has found a high level of acceptability especially among _____ level of people
- (a) Professional (b) Salaried
 - (c) Retired (d) Business
30. Which is the first bank to introduce Credit card in India?
- (a) Bank of India (b) Global Trust Bank
 - (c) IndusInd Bank (d) Central Bank of India
31. Which banks which accept deposits from the public and lend them mainly to commerce for short periods?
- (a) Commercial Bank (b) Industrial Bank
 - (c) Agricultural Bank (d) Central Bank
32. A company who accepts demand deposit is called _____
- (a) Joint stock company
 - (b) Banking company
 - (c) Manufacturing company
 - (d) IT company

33. EFT is introduced by
- (a) IRDA
 - (b) RBI
 - (c) SEBI
 - (d) NSE

Part B (7 × 6 = 42)

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

34. (a) Exceptions and obligation to maintain secrecy of account.

Or

- (b) Discuss the procedure for closing of an account.

35. (a) State the various circumstances for dishonor of cheques.

Or

- (b) Briefly explain recent developments in Banking.

36. (a) Explain the procedure of opening a new Bank account.

Or

- (b) Explain the merits and demerits of Core Banking.

37. (a) Explain the functions of the Reserve Bank of India.

Or

- (b) State the essentials of cheque and Promissory Note.

38. (a) Brings out the need for:

- (i) Traveler's cheque
- (ii) Credit Card
- (iii) Letter of Credit
- (iv) Rural Banking

Or

- (b) Explain the functions of Banking.

39. (a) State the role of Commercial Banking.

Or

(b) Write a note on special customer.

40. (a) Write short notes on the followings:

(i) Remittance of Funds

(ii) Safe Deposit Lockers

(iii) Guarantee

Or

(b) Write short notes on the followings:

(i) Internet Banking,

(ii) Mobile Banking

(iii) ATMS

N-0448

Sub. Code

200341

B.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year – Fourth Semester

ELEMENTS OF MARKETING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The major objective of any marketing activity is to _____
(a) Sell (b) Promote
(c) Create (d) Increase awareness
2. Good marketing is a result of careful planning and _____
(a) Research (b) Sales
(c) Execution (d) Strategies
3. E-marketing is a part of which of the following
(a) E-Payment (b) E-Commerce
(c) E-Mail marketing (d) Traditional marketing
4. _____ is the father of modern marketing
(a) Abraham Maslow (b) Lester Wunderman
(c) Peter Drucker (d) Philip Kotler

5. Marketing is a process which aims at _____
- (a) Production
 - (b) Profit – making
 - (c) The satisfaction of customer needs
 - (d) Selling products
6. The key term in the American Marketing Association's definition of marketing is:
- (a) Activity (b) Sales
 - (c) Products (d) value
7. Marketing mix for products consists of _____
- (a) 4 Ps (b) 7 Ps
 - (c) 8 Ps (d) 5 Ps
8. The concept of marketing mix was developed by _____
- (a) Dr.Philip Kotler
 - (b) Rosser Reeves
 - (c) Christian Gronroos
 - (d) Neil H. Borden
9. Promotion decision involves _____
- (a) Interest, Trust, Persuasion
 - (b) Information, Involvement, Attainment
 - (c) Interest, Influence, Acquire
 - (d) Information, Persuasion, Influence
10. _____ Refers to the point of sale
- (a) Product (b) Price
 - (c) Place (d) Promotion

11. A place for buying and selling activities is called _____
- (a) Market (b) Marketing
(c) Market Research (d) Market information
12. The exchange value of a good service in terms of money is _____
- (a) Price (b) Product
(c) Buying (d) Selling
13. Selling the same product at different prices is known as _____
- (a) Price lining
(b) Dual pricing
(c) Geographical pricing
(d) Monopoly pricing
14. Advertisement promotes _____
- (a) Purchases (b) Production
(c) Sales (d) Price
15. The social aspect of marketing is to ensure _____
- (a) Price
(b) Demand
(c) Low price with high quality
(d) Service goods
16. _____ needs the interest of the buyer
- (a) Product (b) Sales
(c) Production (d) Manufacturing

17. The starting point for discussing segmentation is _____
- (a) Segregation (b) Positioning
(c) Both (d) None
18. The usual source for new products is _____
- (a) Marketing research
(b) R and D
(c) Accidental discoveries
(d) Variety of sources including customers
19. A marketing philosophy summarized by the phrase a good product will sell itself is characteristics of the _____ Period
- (a) Production (b) Sales
(c) Marketing (d) Relationship
20. The first step in developing an advertising program should be to:
- (a) Set advertising objectives
(b) Set the advertising budget
(c) Evaluate advertising campaigns
(d) Develop advertising strategy
21. A _____ Is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels
- (a) Pull strategy (b) Push strategy
(c) Blocking strategy (d) Integrated strategy

22. The benefits of marketing channels are _____
- (a) Cost saving
 - (b) Time saving
 - (c) Financial support given
 - (d) All of above
23. Marketing and selling are:
- (a) Same (b) Different
 - (c) Almost same (d) Fully varies
24. This marketing components is most likely to be standardized
- (a) Brand (b) Price
 - (c) Advertising (d) Distribution
25. The direct channel has the limitation of
- (a) Market exploitation
 - (b) Communication
 - (c) Control
 - (d) Cost
26. The middlemen who do not take any title to goods
- (a) Retailer (b) Wholesaler
 - (c) Agent (d) Commission houses
27. A consumer contest is an example of
- (a) Personal selling (b) Sales promotion
 - (c) Advertisement (d) Indirect selling
28. The final stage in the personal sales process is the stage
- (a) Follow-up (b) Assumptive close
 - (c) Trial close (d) Presentation

29. Sales persons who want for the sales to come to them is known as
- (a) Transactional
 - (b) Closers
 - (c) Relational
 - (d) Consultants
30. The additional amount of money consumers are willing to pay for a brand is known as
- (a) Brand loyalty
 - (b) Brand association
 - (c) Brand Equity
 - (d) Brand awareness
31. The reduction in the price of a product for a short span of time is known as
- (a) Rebate
 - (b) Free offer
 - (c) Price off offer
 - (d) Trade offer
32. Consumer promotion, trade promotion and _____ are the three forms of sales promotion
- (a) Media promotion
 - (b) Sales force promotion
 - (c) Core promotion
 - (d) Media mix
33. Marketing utility consists of:
- (a) Price
 - (b) Place, Price
 - (c) Product, place, price and profit
 - (d) Product, price, place, promotion

Part B

(7 × 6 = 42)

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

34. (a) Explain the Nature and scope of marketing.

Or

- (b) Examine the importance of marketing as a business function.

35. (a) Distinguish between the selling and marketing.

Or

- (b) Discuss the different types of Marketing environment.

36. (a) Explain the scope and significance of consumer behaviour.

Or

- (b) Describe the factors influencing consumer behaviour.

37. (a) Explain the important functions of marketing mix.

Or

- (b) Evaluate the Market segmentation.

38. (a) State and Explain the product planning and development.

Or

- (b) Describe the important concept of product life cycle.

39. (a) Explain the different types of distribution channels.

Or

(b) Briefly describe Transport Warehousing.

40. (a) Describe the Advertisement and Publicity.

Or

(b) State and Explain the elements of communication process.

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B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

BANKING LAW AND PRACTICE — II

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Reserve Bank of India Act is enacted in the Year
 - (a) 1949
 - (b) 1935
 - (c) 1934
 - (d) 1956

2. The maximum period for which a term deposit can be accepted is _____
 - (a) Two years
 - (b) Ten years
 - (c) Five years
 - (d) Seven years

3. Repayment of term deposit above _____ cannot be done in cash
 - (a) Rs.3,000
 - (b) Rs.15,000
 - (c) Rs.10,000
 - (d) Rs.20,000

4. Government's powers to issue directions to RBI are found in
- (a) DRT Act (b) Companies Act
(c) BR Act (d) RBI Act
5. Banking ombudsman scheme applies to
- (a) Central India (b) South India
(c) Whole of India (d) North India
6. Loan against LIC policies are given based on
- (a) Surrender value (b) Paid up value
(c) Insured value (d) Market value
7. Mortgage is a loan granted against security of _____
- (a) Movable property
(b) Un movable property
(c) Either (a) or (b)
(d) Based on the amount
8. The security receipts are not issued to the
- (a) Official gazette
(b) Banking company
(c) Central government
(d) Public
9. The primary relationship between banker and customer is a _____ relationship
- (a) Mutual (b) Contractual
(c) Personal (d) None of the above

10. Loan against goods in go down as security comes under _____
- (a) Hypothecation (b) Pledge
(c) Mortgage (d) Assignment
11. Copies of balance sheets and accounts to be sent to
- (a) RBI (b) Government of India
(c) Registrar (d) Auditor
12. Change of name by a banking company only happens with the approval of
- (a) RBI (b) Government of India
(c) Registrar (d) Auditor
13. Banking company means any company which transacts the business of
- (a) Banking only
(b) Banking and Insurance
(c) Banking and Foreign Exchange
(d) Banking and Manufacturing
14. A company who accepts demand deposit is called
- (a) Joint stock company
(b) Banking company
(c) Manufacturing company
(d) IT Company
15. Account payee in crossing is addressed to
- (a) Collecting banker
(b) Payee
(c) Drawee banker
(d) Draft

16. Fixed deposits is otherwise called as
- (a) Accrued deposits
 - (b) Time deposits
 - (c) Recurring deposits
 - (d) Demand deposits
17. The rate of Interest charged for the loan by the banker compared to overdraft and cash credit is generally
- (a) High (b) Low
 - (c) Same (d) Based on the amount
18. Cash withdrawal from business by the proprietor should be credited to _____
- (a) Cash account (b) Purchase account
 - (c) Capital account (d) Drawings account
19. Under which of the following documents the bank collects supply bills
- (a) Mandate (b) Letter of Authority
 - (c) Indemnity Bond (d) Power of Attorney
20. The main aim of a banker for performing the subsidiary services is to earn a _____ of the customers
- (a) Money (b) Documents
 - (c) Valuables (d) Goodwill
21. A cheque dated subsequent to the date of its issue is
- (a) Post dated cheque (b) Blank cheque
 - (c) Crossed cheque (d) Account payee cheque

22. A drawer in the bill of exchange can also be a
- (a) Paymaster (b) Payee
 - (c) Banker (d) Creditor
23. NRE time deposits can be opened for minimum and maximum for
- (a) 6 months and 3 years
 - (b) 1 year and 3 years
 - (c) 1 years and 10 years
 - (d) 15 days to 3 years
24. _____ constitutes the foremost elements of an electronic payment system
- (a) Banker (b) Customer
 - (c) Merchant (d) Shopping mall
25. The relationship between a banker and customer in case of a matured Time Deposit remaining unclaimed.
- (a) Debtor-Creditor (b) Trustee-Principal
 - (c) Creditor-Debtor (d) Trustee-Beneficiary
26. Negotiable instrument payable on demand should be presented for payment within
- (a) 48 hours (b) 24 hours
 - (c) reasonable period (d) 7 days
27. Credit cards first emerged in 1920s
- (a) India (b) China
 - (c) USA (d) UK

28. Electronic cash is also called as
- (a) Hot money
 - (b) Digital money
 - (c) Instant money
 - (d) Easy money
29. In case of death of depositor the status of nominee will be
- (a) Legal heir
 - (b) Administrator
 - (c) Executor
 - (d) Trustee of legal heirs
30. In sub standard advances, the unsecured exposure revised rate is _____
- (a) 15%
 - (b) 20%
 - (c) 25%
 - (d) 40%
31. A typical commercial banks provide
- (a) Long term loans
 - (b) Medium term loans
 - (c) Short term loans
 - (d) All the above
32. Stamp duty is to be charged with references to the
- (a) Date of document
 - (b) Date of signing
 - (c) Date of execution
 - (d) Date of billing
33. The right of set-off customers account can be exercised only by a
- (a) Creditors
 - (b) Debtors
 - (c) Banker
 - (d) Customer

Part B

(7 × 6 = 42)

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

34. (a) Write short notes on Principles of Lending.

Or

- (b) Describe the precautions to be taken by a banker.

35. (a) Discuss the purchase and discounting of bills.

Or

- (b) Evaluate the scope and features of government securities.

36. (a) Describe the important functions of Life insurance policies.

Or

- (b) Explain the hypothecation and mortgage.

37. (a) State and Explain the essential features of a contract of guarantee.

Or

- (b) Briefly Explain the rights of surety.

38. (a) Explain the important features and obligations of bank.

Or

- (b) Distinguish between the managerial appraisal and technical appraisal.

39. (a) Discuss the functions of NPAs.

Or

(b) Describe the documentation in respect of various types of borrowers.

40. (a) Briefly Explain the Indian Stamp Act.

Or

(b) Explain the important role of Industrial causes.

N-0450

Sub. Code

200343

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Second Year — Fourth Semester

RESEARCH METHODS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Authenticity of a research finding is its:
(a) Originality (b) Validity
(c) Objectivity (d) All of the above
2. Descriptive research is also called as
(a) Analytical research
(b) Qualitative research
(c) Statistical research
(d) Applied research
3. The number of individual selected in a sample is called its
(a) Sampling (b) Quantity
(c) Sample size (d) Sample height

4. Diagrams are for _____.
- (a) The use of exports
 - (b) Better quantitative picture
 - (c) Better mental appeal
 - (d) The use of imports
5. Statistics is most commonly used in _____.
- (a) Maths (b) Science
 - (c) Economics (d) Sociology
6. The first step of research is;
- (a) Selecting a problem
 - (b) Searching a problem
 - (c) Finding a problem
 - (d) Identifying a problem
7. The reporting of Research findings should be done
- (a) By the scientists themselves
 - (b) In a scientific and effective way
 - (c) Through internet
 - (d) Through scientific journals
8. Reliability of a research result implies its
- (a) Verifiability (b) Validity
 - (c) Uniqueness (d) Usefulness
9. A common test in research demands much priority on
- (a) Reliability (b) Useability
 - (c) Objectivity (d) All of the above

10. To test null hypothesis, a researcher uses:
- (a) T test
 - (b) ANOVA
 - (c) X test
 - (d) Factorial analysis
11. The process not needed in experimental researches is
- (a) Reference collection
 - (b) Controlling
 - (c) Observation
 - (d) Manipulation and replication
12. Last stage of research process is
- (a) Review of literature
 - (b) Report writing
 - (c) Research design
 - (d) Research methods
13. Which of the following is not the method of research?
- (a) Survey
 - (b) Historical
 - (c) Observation
 - (d) Philosophical
14. The Data of research is, generally
- (a) Qualitative only
 - (b) Quantitative only
 - (c) Both (a) and (b)
 - (d) Neither (a) or (b)
15. Testing hypothesis is a _____.
- (a) Inferential statistics
 - (b) Descriptive statistics
 - (c) Data preparation
 - (d) Data analysis

16. _____ Helps comparison of two or more variables.
- (a) Classification
 - (b) Tabulation
 - (c) Research
 - (d) Survey
17. Longitudinal approach of Research deals with
- (a) Short term researches
 - (b) Long term researchers
 - (c) Horizontal researches
 - (d) None of the above
18. Questionnaire is a _____.
- (a) Research method
 - (b) Measurement technique
 - (c) Tool for data collection
 - (d) Data analysis technique
19. A successful research requirements
- (a) Planning
 - (b) Guidance
 - (c) Expert
 - (d) All of the above
20. Research problem is selected from the standpoint of
- (a) Social relevance
 - (b) Financial support
 - (c) Researchers interest
 - (d) Availability of relevant literature
21. What is the major attribute of Correlation Analysis?
- (a) Association among variables
 - (b) Difference among variables
 - (c) Regression among variables
 - (d) Variation among variables

22. Research is derived from
- (a) Latin
 - (b) Indian
 - (c) Greek
 - (d) Japanizes
23. Field study is related to
- (a) Real life situation
 - (b) Laboratory situations
 - (c) Experimental situations
 - (d) None of the above
24. Research is based upon
- (a) Rating scale
 - (b) Experiment
 - (c) General principles
 - (d) Scientific method
25. Survey research methods come under
- (a) Pre-empirical research methods
 - (b) Descriptive research methods
 - (c) Experimental research methods
 - (d) All of the above
26. The advantage of sampling is
- (a) Time-saving
 - (b) Capital-saving
 - (c) Increased accuracy
 - (d) both (a) and (b)

27. In case of destructive testing, the best methods of research is
- (a) Sampling
 - (b) Complete enumeration
 - (c) Census survey
 - (d) None of the above
28. Social research can be divided into
- (a) Two categories
 - (b) Three categories
 - (c) Four categories
 - (d) Five categories
29. Survey research studies
- (a) Events
 - (b) Populations
 - (c) Circumstances
 - (d) Processes
30. Action research is a type of
- (a) Applied research
 - (b) Quality research
 - (c) Working research
 - (d) Survey research
31. The advantages of random sampling is that
- (a) It is free from personal biases
 - (b) It produces reasonably accurate results
 - (c) It is an economical methods of data collection
 - (d) All of the above

32. Primary data for the research process can be collected through
- (a) Experiment
 - (b) Survey
 - (c) Both (a) and (b)
 - (d) None of these
33. Participant observation is the process of immersing yourself in the study of
- (a) Processes
 - (b) Organization
 - (c) People
 - (d) Methods

Part B

(7 × 6 = 42)

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

34. (a) Explain the purpose of research.

Or

- (b) Explain the importance of Data Analysis.

35. (a) Describe the F-test for means and Chi-square test contingency table.

Or

- (b) Describe the Guidelines for making valid interpretation.

36. (a) State and Explain the features of a good report.

Or

- (b) Explain the purpose of research.

37. (a) Examine the survey and Experimental method of research.

Or

(b) What is the need for review of literature for research ?

38. (a) Discuss the uses of social science research.

Or

(b) Explain the important objectives of Hypothesis.

39. (a) Describe the sampling methods for investigation.

Or

(b) Explain the different types of sampling methods.

40. (a) Discuss about the types of Interview.

Or

(b) Explain the format of a good questionnaire.

N-0451

Sub. Code

200344

B.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Second Year - Fourth Semester

COMPUTER AND BANKING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The internet service that provides a multimedia interface to available resources is called
 - (a) FTP
 - (b) World wide web
 - (c) Telnet
 - (d) Gopher
2. Development banks are institution which _____
 - (a) Give development loans
 - (b) Provide emergency loans of banks
 - (c) Are subsidiaries of RBI
 - (d) A draft
3. The first Indian bank to open branch outside india _____
 - (a) Bank of India
 - (b) Allahabad bank
 - (c) South Indian Bank
 - (d) Indian bank

4. Which device is required for the Internet connection?
- (a) Joystick (b) Modern
(c) CD Drive (d) NIC Card
5. Bank provides loans for
- (a) Home (b) car
(c) Education (d) All of above
6. Which is a private bank _____?
- (a) SBI (b) UTI
(c) IOB (d) Indian Bank
7. Internet banking refers to _____
- (a) Operating of account through internet
(b) Opening of account through ATM
(c) Both (a) and (b)
(d) None of the above
8. Expansion of EFT _____
- (a) Electronic fund transfer
(b) Economic fund transfer
(c) European fund transfer
(d) Electric fund transfer
9. Core banking is a _____Branch computerization model
- (a) Decentralized (b) centralized
(c) Unified (d) ATM

10. Expansion of SET
- (a) State eligibility test
 - (b) secure electronic transaction
 - (c) secure eligibility test
 - (d) signature electronic transaction
11. A banker should prefer to discount
- (a) Trade bill (b) Credit side
 - (c) Debit side (d) Accommodation bill
12. Communication technology _____
- (a) Facilitates the processing of data
 - (b) Helps in transmission of data
 - (c) Enables decision support system
 - (d) Is a tool for data mining
13. The main function of computer software to turn data into
- (a) Information (b) Program
 - (c) Object (d) both (a) and (c)
14. One or more defects occurring in the computer software that prevents the software from working is called.
- (a) hot (b) system error
 - (c) bug (d) slug
15. Poor e-banking planning is connected with:
- (a) Strategic Risk (b) Legal Risk
 - (c) Market Risk (d) None of the above

16. KYC means _____
- (a) Know your customer
 - (b) Know your creditor
 - (c) Know your cost
 - (d) Know your card
17. A debit card holder makes payment for purchases _____
- (a) After 15 days
 - (b) After 20 days
 - (c) After a month
 - (d) Immediately through his account
18. CPU stands for _____
- (a) Central programming unit
 - (b) Central processing unit
 - (c) Central processor unit
 - (d) Central pathway unit
19. Cheque is payable on
- (a) Demand (b) Usage
 - (c) Fixed future date (d) After sight
20. The most prevalent online payment method is _____
- (a) paypal (b) checks
 - (c) Credit cards (d) Debit cards

21. When a transaction is processed online, how can the merchant verify the customer identify?
- (a) Use secure sockets
 - (b) Use secure electronic transaction
 - (c) Use electronic data interchange
 - (d) Use financial electronic data interchange
22. The only payment system that is instantly convertible without intermediation is _____
- (a) Credit card
 - (b) Accumulating balance
 - (c) Stored value
 - (d) Cash
23. The banking operation are carried through a network of branches are called _____
- (a) Branch banking
 - (b) Unit banking
 - (c) Commercial banking
 - (d) Universal banking
24. Deposit banking is also called as _____
- (a) Commercial banking
 - (b) Unit banking
 - (c) Branch banking
 - (d) Development banking
25. MICR refers to _____
- (a) Magnetic ink character recognition
 - (b) Magnetic ink company recognition
 - (c) Magnetic ink cross recognition
 - (d) Magnetic ink community recognition

26. An electronic check is one form of _____
(a) E- Commerce (b) Online banking
(c) E-Cash (d) Check
27. The biggest constraint in E- banking is
(a) start-up cost (b) Maintenance cost
(c) Training cost (d) Security cost
28. _____ Can pass the law for e-banking
(a) SBI (b) Parliament
(c) RBI (d) Merchant association
29. True about debit cards and ATM cards
(a) Offline e- money (b) Online e-money
(c) Cash money (d) None of the above
30. In which type of banking electronic financial transaction are done?
(a) E-banking (b) POS banking
(c) M-banking (d) Universal banking
31. Electronic payment system is a
(a) Software (b) Hardware
(c) Application (d) Customers
32. In banking ATM stands for
(a) Automated tallying machine
(b) Automatic teller machine
(c) Automated totalling machine
(d) Automated transaction of money

33. One of the items is not related to E- banking

- (a) Demand draft (b) IMPS
(c) ATM (d) ECS

Part B

(7 × 6 = 42)

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

34. (a) State and Explain the procedure of E-Banking in India.

Or

(b) Distinguish between the digital signature and electronic signature.

35. (a) Explain the Firewalls secure ledger.

Or

(b) Describe the important objectives of binary number system.

36. (a) State and Explain the peripheral controllers.

Or

(b) Describe the types of software.

37. (a) Briefly Explain the features of AIMS.

Or

(b) Explain the inter branch reconciliation security consideration.

38. (a) Distinguish between the truncated cheque and electronic cheque

Or

(b) Describe the constraints in E- Banking.

39. (a) Explain the important functions of automatic teller machine.

Or

(b) Evaluate the Magnetic Ink Character Recognition (MICR)

40. (a) Explain the findings on security

Or

(b) Describe the important functions of Data Encryption Standard.

N-0452

Sub. Code

200351

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year — Fifth Semester

RURAL BANKING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

Choose the correct answer.

1. _____ refers to Persons who buy and sells goods or assets for others.
 - (a) Debentures
 - (b) Underwriting
 - (c) Brokers
 - (d) Financial Institutions

2. SEBI Means _____
 - (a) Security Export Board of India
 - (b) Security Exchange of India
 - (c) Stock Exchange of India
 - (d) Stock Export of India

3. Commercial Banks fare _____ transaction cost in their rural branches
- (a) Low (b) Normal
(c) Average (d) High
4. OTCEI was Promoted by a Consortium of financial institutions and it started operations in _____
- (a) 1990 (b) 1991
(c) 1996 (d) 1992
5. _____ is a document that guarantees the buyer's payment to the sellers
- (a) Project Appraisal (b) Syndicate
(c) Letter of credit (d) Escrow account
6. Corporate counselling refers to the activities performed by the _____ banks
- (a) Lead (b) Commercial
(c) Merchant (d) RRB
7. _____ Introduced for the first in india a transparent screen based trading system
- (a) NSE (b) BSE
(c) OTCEI (d) MCDEX
8. Underwriting is a mandatory for the full issue and minimum requirement of _____% subscription is also mandatory for each issue of capital public
- (a) 80 (b) 90
(c) 100 (d) 70

9. IPO Means
- (a) Indian Public offering
 - (b) Intial Public offering
 - (c) International public offering
 - (d) Inter Public offering
10. _____ Issue is a free of shares to the existing shareholders
- (a) Right (b) Bonus
 - (c) Employee (d) Private Placement
11. In Case of book building, listing has to be completed within _____ days of the closure of the issue, which facilitates early trading
- (a) 12 (b) 10
 - (c) 15 (d) 30
12. The Purpose of book building is to elicit and build up the price of _____ for the quantum offered by the issuing company
- (a) Bends (b) Securities
 - (c) Warrants (d) Debentures
13. _____ merger is one which the buyer expands backwards towards the source of raw materials of forward in the direction of the ultimate consume.
- (a) Horizontal (b) Vertical
 - (c) Conglomerte (d) Alliance

14. The companies Act, _____ defines arrangement as something analogous to compromise and includes reorganization of share capital of the company by consideration of shares of different classes or by division of shares into share of different classes or by both methods
- (a) 1948 (b) 2013
(c) 2017 (d) 1956
15. The market is _____ , there are no taxes, there are no transactions costs, securities are completely visible, the market is competitive
- (a) Imperfect (b) Perfect
(c) Homogeneous (d) Elasticity
16. The key objective of the Portfolio management is to ensure appreciation of wealth creation based an _____ goods
- (a) Organisational (b) Customer
(c) Financial (d) Marketing
17. Equity holding does not generally exceed _____ % of the total equity of the assisted films.
- (a) 50 (b) 51
(c) 49 (d) 40
18. Schemes do not have a fixed maturity period is called as _____
- (a) Open – ended schemes
(b) Close – ended schemes
(c) Interval schemes
(d) Auto Schemes

19. _____ is a technique to plan and control the use of cash
- (a) Precautionary Motive
 - (b) Transaction Motive
 - (c) Cash Planning
 - (d) Cash Budget
20. Venture capital generally considered as a synonym of _____ capital
- (a) Risk Free
 - (b) Moderate Risk
 - (c) Risky
 - (d) Average Risk
21. _____ It is the Practice where a debtor Pledges collateral to secure a debt or as a condition Precedent to the debt, or a third Party pledges collateral for the debtor
- (a) Cost unit
 - (b) Capital Budgeting
 - (c) Mortgage
 - (d) Hypothecation
22. A profit center is a section of a company treated as a separate _____
- (a) Entity
 - (b) Person
 - (c) Business
 - (d) Artificial Person
23. Operational forecasts _____ months are used for medium term working capital and financial requirements
- (a) 0-3
 - (b) 1-12
 - (c) 12-18
 - (d) 18 and above
24. _____ is an estimation of the cash inflows and outflows for a Business over a Specific Period of time
- (a) Cash Budgeting
 - (b) Maturity Ladder
 - (c) Netting
 - (d) The distribution method

25. _____ arises from recording a transaction twice and posting the same time to the ledger
- (a) Error of Principle (b) Error of Commission
(c) Error of Omission (d) An Error of Duplication
26. _____ takes into consideration the relationship of an entity's activities in relation to its employees, the community in general and the customers in the context of social considerations
- (a) Social Audit (b) Balance Sheet Audit
(c) Partial Audit (d) Systems Audit
27. _____ it is the process through which an individual or Institution takes a financial risk for a fee
- (a) Debentures (b) Underwriting
(c) Brokers (d) Financial Institutions
28. NABARD means _____
- (a) National Bank for Agricultural and Rural Development
(b) Nationalized Bank for Area and Rural Development
(c) National Bank for Advanced and Rural Development
(d) National Bank for Agricultural and Regional Development
29. _____ refers to the share and Position of the company in the market
- (a) Market standing
(b) Profitability
(c) Workers Performance and attitude
(d) Public Responsibility

30. Companies will be allowed to raise fresh capital by _____ Processing their further issues
(a) Restricted (b) Limited
(c) Freely (d) Not
31. _____ make non-convertible debentures and other debentures more attractive and acceptable
(a) Warrants (b) Bonds
(c) Shares (d) Cheque
32. _____ types of Book Building Process
(a) Four (b) Two
(c) Six (d) Five
33. _____ merger represents a merger of firms engaged in the same line of business
(a) Horizontal (b) Vertical
(c) Conglomerate (d) Alliance

Part B

(7 × 6 = 42)

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

34. (a) Discuss underwriting. Who are the major players in the underwriting Business?
Or
(b) Examine the features of OTCE1.
35. (a) Explain the major categories organisational goals.
Or
(b) Analyze the changing structure of Indian Capital market.

36. (a) What are the different types of issues? Analyse the different types of steps to be taken by the issuing company.

Or

- (b) Analyze the different eligibility norms for public issue.

37. (a) Differentiate between merger and amalgamation.

Or

- (b) Explain the portfolio management process, Portfolio diversification and rebalancing.

38. (a) Discuss the concept of venture funds and its for in India. Also mention the regulations which govern its administrative in India.

Or

- (b) Explain the methods of factoring.

39. (a) Describe the various types of cash flow.

Or

- (b) Explain the advantages of an audit.

40. (a) Describe the role of contingency Plans in liquidity management.

Or

- (b) Describe the various meanings of audit in detail.

N-0453

Sub. Code

200352

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year – Fifth Semester

MANAGEMENT ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ accounting is a prerequisite for any discussion on the subject of management accounting.
(a) Costing (b) Management
(c) Inflation (d) Financial
2. The financial statements, the outcome of financial accounting, are prepared at the end of the financial period which is NOTES Self-Instructional Material 9 Nature and Scope of Management Accounting usually a period of _____ months.
(a) 06 (b) 12
(c) 03 (d) 09
3. Comparative financial statements highlight trends and establish relationship between items that appear on the _____ row of the statement.
(a) Same (b) Different
(c) Above (d) Below

4. _____ is recognized as one of the important tools of financial data analysis.
- (a) Balance sheet
 - (b) Common size statement
 - (c) Trend Analysis
 - (d) Comparative Statement
5. _____ capital that belongs to owners-investors.
- (a) Debt
 - (b) Equity
 - (c) Fixed
 - (d) Variable
6. The net profit margin ratio monitors the net profit made in relation to _____.
- (a) Profit
 - (b) Margin
 - (c) Loss
 - (d) Sales
7. Trademarks and patent rights are fixed assets under _____ accounts.
- (a) Current
 - (b) Non-Current
 - (c) Fixed
 - (d) Semi Variable
8. _____ is a statement which reflects the changes which have occurred in the current accounts as a result of flow of funds.
- (a) Flow of fund
 - (b) Funds flow statement
 - (c) Cash flow statement
 - (d) Schedule of changes in working capital

15. The material price variance attempts to measure the variance between the actual cost of material and the standard _____ expected to be paid for the material.
- (a) Price (b) Piece
(c) Costs (d) Hour
16. The analysis of _____ variance is somewhat difficult than direct cost variances.
- (a) Cost (b) Labour
(c) Yield (d) Overhead
17. _____ costing is a system of costing that recognizes all costs including fixed ones as product costs, and therefore, considers all of them in ascertaining the cost of the product.
- (a) Absorption (b) Variable
(c) Marginal (d) Sink
18. Contribution = _____ – Variable Cost.
- (a) P/V ratio (b) Price
(c) Sales (d) Fixed Cost
19. _____ costs vary in proportion to output.
- (a) Fixed (b) Variable
(c) Semi-Variable (d) Multiple
20. From managerial point, a large angle of incidence would mean _____ rate of profit.
- (a) High (b) Low
(c) Medium (d) Par

21. Under differential costing the cost per unit may change with a _____ in range of production.
- (a) Change (b) Fixed
(c) Production (d) Cost
22. In highly dynamic markets, firms need to adjust their _____ capacity according to the market demands.
- (a) Marketing (b) Production
(c) Selling (d) Branding
23. _____ refers to the practice of allocating money, on a regular basis, to be used for acquiring capital assets.
- (a) Capital Budgeting
(b) Capital Rationing
(c) Appraisal
(d) Costing
24. A systematic process of capital budgeting consists of _____ steps.
- (a) 10 (b) 7
(c) 8 (d) 5
25. _____ method deals with actual cash flow instead of the accounting concept of income.
- (a) IRR (b) Discounted Cash Flow
(c) Pay Back Period (d) NPV
26. _____ represents the ratio between present value of cash inflows and present value of cash outflows of a project.
- (a) IRR (b) Profitability Index
(c) ARR (d) P/V ratio

27. _____ value is also known as residual or scrap value.
- (a) Cost of Capital (b) Salvage
(c) Useful Life (d) IRR
28. Hawala refers to the informal channel of _____ funds from one location to another.
- (a) Payment (b) Using
(c) Transferring (d) Investing
29. Generally this account has the same format, i.e., '_____' form, as is followed in case of profit and loss account.
- (a) U (b) Z
(c) N (d) T
30. _____ Ratio provides an even more critical look at the ability of the company to meet its day-to-day obligations.
- (a) Acid Test (b) Current
(c) Turnover (d) Inventory
31. _____ accounts comprise fixed assets and long-term liabilities.
- (a) Current (b) Non-Current
(c) Fixed (d) Semi Variable
32. _____ is a vital analytical tool that helps a financial manager in effective management of cash.
- (a) Flow of fund
(b) Funds flow statement
(c) Cash flow statement
(d) Schedule of changes in working capital

33. Commercial organizations always aim to attain the highest volume of _____ at the minimum cost in order to maximize their profits.
- (a) Profit (b) Margin
(c) Loss (d) Sales

Part B (7 × 6 = 42)

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

34. (a) Explain the tools of management accounting.

Or

- (b) Write short notes on:
- (i) Comparative financial statements
(ii) Trend analysis
(iii) Qualifications of financial analyst.
35. (a) The following is the balance sheet of SHE Ltd. as on 31st December, 2012:

Liabilities	Rs.	Assets	Rs.
Share capital	2,00,000	Buildings	2,00,000
General reserve	50,000	Machinery	1,50,000
Profit and loss	30,500	Inventory	1,00,000
Bank loan	70,000	Sundry debtors	60,000
Sundry creditors	1,50,000	Cash in hand	20,500
Provision for tax	30,000		
	<u>5,30,500</u>		<u>5,30,500</u>

You are required to comment on the liquidity position of the concern.

Or

(b) Discuss-the procedure for the preparation of Funds Flow Statement.

Liabilities	2010 (Rs.)	2011 (Rs.)	Assets	2010 (Rs.)	2011 (Rs.)
Equity share capital	2,00,000	3,40,000	Plant	2,40,000	2,60,000
6% preference share capital	2,50,000	3,20,000	Building	2,50,000	2,70,000
Reserves	40,000	45,000	Preliminary expenses	60,000	40,000
Provision for taxation	60,000	48,000	Inventories	65,000	73,000
Proposed dividend	90,000	90,000	Sundry debtors	70,000	96,000
Profit and loss A/c	1,00,000	–	Cash balances	1,50,000	1,45,000
Sundry creditors	70,000	75,000	Receivable	75,000	99,000
Bills payable	60,000	40,000			
Bank overdraft	40,000	25,000			
	<u>9,10,000</u>	<u>9,83,000</u>		<u>9,10,000</u>	<u>9,83,000</u>

Additional Information:

- (i) Tax liability in respect of 2010 comes to `35,000.
- (ii) During the year 2011 a plant costing `42,000 (accumulated depreciation `25,000) was sold for `20,000.
- (iii) Actual dividend paid during the year 2011 amounted to `55,000.

Prepare

- (1) Funds Flow statement;
- (2) Schedule of changes in working capital.

36. (a) Write short notes on:
(i) Notional cash and
(ii) Non-cash items.

Or

- (b) Describe briefly the methods of preparing a sales budget. Discuss the principal factors that should be considered in developing the sales budget.
37. (a) Describe the main activities of a Sound standard costing system.

Or

- (b) The following standard and actual data pertain to Suba Ltd.

Standard

Material X – 20 kg at Rs. 3 per kg

Material Y – 30 kg at Rs. 4 per kg

Normal process loss is 10 per cent of input

Actual

Material X – 300 kg at Rs. 3 per kg

Material Y – 200 kg at Rs. 3 per kg

Actual loss was 15 per cent on input and output 350 units. Compute Material cost variances.

38. (a) Sale of product amount to 200 unit per month at Rs. 10 per unit. Fixed overhead is Rs. 400 per month and variable cost Rs. 6 per unit. There is proposal to reduce price by 10 per cent. Calculate the present and future P/V ratio and find, by adopting P/V ratio, how many units be sold to maintain total profit.

Or

- (b) Discuss the managerial applications of cost-volume-profit analysis.

39. (a) Differentiate between differential costing and marginal costing. Discuss also similarities among the two approaches of costing.

Or

- (b) Describe the steps in the capital budgeting process.

40. (a) Explain the Accounting Rate of Return and the Internal Rate of Return methods for evaluating capital proposals.

Or

- (b) Explain the advantages and Limitations of marginal Costing.
-

N-0454

Sub. Code

200353

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year – Fifth Semester

HUMAN RESOURCE MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part – A

(33 × 1 = 33)

Answer **all** questions.

1. Find out the managerial function of HRM.
(a) HRD (b) Industrial Relations
(c) Planning (d) Human Relations
2. The basis for performance standards is _____
(a) Managers
(b) Employees
(c) Compensation plans
(d) Job analysis
3. In ESOP, 'S' stands for _____
(a) Employee (b) Employer
(c) Executive (d) Engineer
4. Quality circle _____ job involvement.
(a) Neglects (b) Demotes
(c) Promotes (d) Accuses

5. Which of the following components are reformed to support the strategies of human resource function?
- (a) Control systems (b) Rewards
(c) Both (a) and (b) (d) Appointment
6. In HRD, 'D' stands for _____
- (a) Development (b) Department
(c) Division (d) Departure
7. What is the need for HR planning?
- (a) For undergoing an effective employee development programme
(b) To represent a base for recruitment
(c) To represent a base for selection policy
(d) All of these
8. What does a job specification include?
- (a) Personal characteristics
(b) Physical characteristics
(c) Psychological characteristics
(d) All of these
9. The best way of recruiting is always _____
- (a) Walk-ins (b) Search firms
(c) Variable (d) Referrals
10. Poor quality of selection means extra cost on _____ and supervision.
- (a) Training (b) Recruitment
(c) Work Quality (d) Appraisal

11. Intelligence test is one type of _____ test.
- (a) Achievement (b) Personality
(c) Aptitude (d) Interest
12. Interviews can be _____
- (a) One-to-one
(b) Panel interview
(c) Sequential interview
(d) All of these
13. _____ is the formal and systematic modification of behaviour through learning.
- (a) Training (b) Development
(c) Education (d) Instruction
14. Which of the following takes a full interest in the process of strategic planning
- (a) Production
(b) Training and Development
(c) Quality Control
(d) Human Resource
15. Training objectives should be expressed in _____
- (a) Employee behaviours
(b) Management desires
(c) Subjective Judgement
(d) Employee reactions

16. Which of the following is a hindrance to effective training?
- (a) Career planning workshop
 - (b) Aggregate spending on Training is inadequate
 - (c) Mentoring
 - (d) Career counseling
17. _____ refers to the learning opportunities designed to help employees grow.
- (a) Training (b) Development
 - (c) Education (d) All of these
18. The role of the organization in career planning is to introduce and strengthen systems to ensure _____ of employees.
- (a) Self-Development
 - (b) Economic Development
 - (c) Career Progression
 - (d) Skill Enhancement
19. Direct compensation towards the contribution of labour is _____
- (a) Money (b) Pay
 - (c) Reward (d) Award
20. Non-financial motivator is _____
- (a) Leave with pay
 - (b) Bonus
 - (c) Job security
 - (d) Medical reimbursement

21. A negative aspect of promotion from within is _____
- (a) Lower morale
 - (b) Idea stagnation
 - (c) Employee turnover
 - (d) Career prospects
22. Which of the following is not an example of transfer?
- (a) Displacement transfer
 - (b) Versatility transfer
 - (c) Shift transfer
 - (d) Remedial transfer
23. What is linked with performance appraisal?
- (a) Job design (b) Development
 - (c) Job analysis (d) None
24. Employee welfare is about _____
- (a) Determining employees real needs
 - (b) Giving challengeable work
 - (c) Showing the path by right leadership
 - (d) Salary benefits
25. The responsibility for maintenance of employee health and safety is concerned with _____
- (a) Employee (b) Employer
 - (c) Government (d) All of these

26. Which of the following is not true regarding dealing with grievances?
- (a) The complainant should be allowed to express himself completely
 - (b) Attempts should be made to get at the root of the problem
 - (c) The management must not show their anxiety to remove the grievances of the workers
 - (d) None
27. Workers' participation is also known as _____
- (a) Labour Participation
 - (b) Employee Participation
 - (c) Co-determination
 - (d) All of these
28. The committees which promote workers' participation in management are usually established only at the _____ level.
- (a) Corporate (b) Plant
 - (c) Shop-floor (d) All of these
29. HR professional has to be skilled in the art of _____
- (a) Clarifying (b) Handling people
 - (c) Both (a) and (b) (d) None
30. The process of advising, counseling and guiding employees is known as _____
- (a) Coaching (b) Appraising
 - (c) Mentoring (d) Assessing

31. International staffing does not give much emphasis on the consideration of _____
- (a) Cultural adaptability
 - (b) Political consciousness
 - (c) Family flexibility
 - (d) Global experience
32. Seniority based promotions are advantageous because _____
- (a) They are objective
 - (b) They make unions powerful
 - (c) They are based on performance
 - (d) They help employees grow horizontally
33. Which of the following is enhanced by 360-degree feedback?
- (a) Managerial decisions
 - (b) HR decisions
 - (c) HRD
 - (d) All of these

Part – B

(7 × 6 = 42)

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

34. (a) Describe the nature of Human Resource Management.

Or

- (b) Bring out the benefits of TQM.

35. (a) Explain some of the HRM approaches.

Or

- (b) Outline the advantages of job analysis.

36. (a) Show the differences between Recruitment and Selection.

Or

(b) What are the various forms of Employee Separations? Explain.

37. (a) Distinguish between Training and Development.

Or

(b) Design a Training Programme.

38. (a) Discuss the Stages in Career Planning.

Or

(b) Enumerate the factors which influence Wage and Salary level.

39. (a) What is Job Evaluation? What are its advantages?

Or

(b) List out the limitations of Performance Appraisal.

40. (a) Analyze the causes for grievances.

Or

(b) List out the functions of Trade Unions.

N-0455

Sub. Code

200354

B.B.A DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year – Fifth Semester

TOURISM ENTREPRENEURSHIP

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Which one of the following theory has the attribute of moderate risk taking as a function of skill, not chance?
 - (a) Need for achievement
 - (b) Need for affiliation
 - (c) Need for authority
 - (d) Need for independence

2. Which industrial sector tends to naturally promote small-scale businesses and entrepreneurship, and generally has lower barriers to market entry?
 - (a) Service (b) Manufacturing
 - (c) Distribution (d) Agriculture

3. A business where an individual is both the owner and conductor of the business affair is called as _____
 - (a) Partnership
 - (b) Corporation
 - (c) Sole proprietorship
 - (d) Joint stock company

4. Entrepreneurs and venture capitalists _____
- (a) Get along well
 - (b) Are the best friends
 - (c) Are cordial friends
 - (d) Are in conflict
5. The business plan should be prepared by _____
- (a) Entrepreneurs
 - (b) Consultants
 - (c) Engineers
 - (d) Small Business Administration Services
6. The entrepreneur who is committed to the entrepreneurial effort because it makes good business sense is called as a/an _____
- (a) Inventor
 - (b) Opportunist
 - (c) Hacker
 - (d) Craftsman
7. A person who moves from one location to another location is known as
- (a) Traveller
 - (b) Tourist
 - (c) Visitor
 - (d) Wholesaler
8. Which traveller gives less priority to comfort and safety?
- (a) Budget
 - (b) Adventurous
 - (c) Moderates
 - (d) Hand bodies
9. A travel agency is also called as _____ of tourist product.
- (a) Retailer
 - (b) Distributor
 - (c) Manufacturer
 - (d) Wholesaler

10. _____ policy facilitates hassle free holidays to international arrivals in the country.
- (a) Passport on arrival
 - (b) Visa on arrival
 - (c) Currency on arrival
 - (d) Currency exchange
11. The rework of risk is _____
- (a) Success (b) Failure
 - (c) Profit (d) Loss
12. A measurement of revenues required by a hotel over a fixed time period after operating expenses and taxes are deducted is known as _____
- (a) Average room rate
 - (b) Cash flow
 - (c) Revenue
 - (d) Income
13. Independently operated mid-priced restaurant is known as _____
- (a) Pub (b) Restaurant
 - (c) Café (d) Star hotel
14. A fast casual restaurant is similar to _____
- (a) Fast food restaurant
 - (b) Pub
 - (c) Luxury hotel
 - (d) Star hotel
15. Which stage attracts the maximum number of Tourists?
- (a) Growth stage (b) Maturity stage
 - (c) Introduction stage (d) Declining stage

16. Which of the following is a scenic attraction?
(a) Health resort (b) Climate
(c) Spa (d) Flora and fauna
17. _____ FDI is permitted in tourism construction projects, including the development of hotels and recreational facilities.
(a) 100% (b) 25%
(c) 50% (d) 75%
18. Hotel performance is based on which of the following operating ratios?
(a) ADR (b) ROP
(c) RTS (d) Both (a) and (b)
19. Entrepreneurial development is the key to achieve all-round_____through acceleration of industrial and entrepreneurial activities.
(a) Economic development
(b) Increase in profits
(c) Shareholder's value
(d) Business development
20. An individual who has no prior business ownership experience as a business founder, inheritor of a business, or a purchaser of a business is called a(n) _____ entrepreneur.
(a) Habitual (b) Novice
(c) Serial (d) Portfolio
21. _____ is a very powerful pull marketing strategy for tourism products.
(a) Trade show promotion
(b) Exhibitions
(c) Word of mouth
(d) Sales promotion

22. _____ is push marketing strategy used in tourism.
- (a) Trade show promotion
 - (b) Social media
 - (c) Advertisement
 - (d) Sales promotion
23. Every entrepreneur should draw an _____ for his project to ensure the timely completion of all activities involved in setting up an enterprise.
- (a) Cost structure (b) Implementation plan
 - (c) Market structure (d) Production structure
24. Selecting suitable promotional mix elements _____ sale of tourism products.
- (a) Aids in decreasing
 - (b) Aids in maintaining
 - (c) Does not affect
 - (d) Aids in increasing
25. _____ is a type of travel agent that deals with all kinds of services.
- (a) Full service agency
 - (b) Travel agent
 - (c) Tour operator
 - (d) Ground operator
26. _____ is a type of travel agent that is located in the premises of corporate offices to make travel arrangement of employees.
- (a) Full service agency
 - (b) Wholesale Travel agency
 - (c) Online Travel agency
 - (d) Implant agency

27. Hospitality dimension of tourism is given much importance for the first time in the history of tourism development in India in which policy?
- (a) National Tourism Policy 2002
 - (b) Tourism Policy 1982
 - (c) National Action Plan of Tourism 1992
 - (d) National Strategy for Tourism Promotion
28. Which of these is not a type of entrepreneurship?
- (a) Small Business Entrepreneurship
 - (b) Scalable Entrepreneurship
 - (c) Large Scale Entrepreneurship
 - (d) Intrapreneurship
29. Entrepreneurship leads to—————in GDP.
- (a) Increase (b) Decrease
 - (c) Both (a) and (b) (d) Neither (a) nor (b)
30. Which could provide an individual with the motivation to start a new business venture?
- (a) The financial rewards
 - (b) A desire to be independent
 - (c) Risk taking
 - (d) All of these
31. Which of the following is not recognized as a misconception about entrepreneurship?
- (a) Successful entrepreneurship needs only a great idea
 - (b) Entrepreneurship is easy
 - (c) Entrepreneurship is found only in small businesses
 - (d) Entrepreneurial ventures and small businesses are different

32. A————— deals with one component of travel product.
(a) Tour operator (b) Corporate
(c) Travel agency (d) Tour broker
33. ————— Tour operators provide travel services within the tourist's native country.
(a) Domestic (b) Inbound
(c) Outbound (d) Ground

Part B (7 × 6 = 42)

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

34. (a) Bring out the characteristics of an Entrepreneur.
- Or
- (b) Sketch out the Organizational framework of a Travel agency.
35. (a) What are the Central Level Organizations for promoting SMEs?
- Or
- (b) How do you identify entrepreneurial opportunities in Tourism?
36. (a) List out some of the Profitable Transport Business Ideas.
- Or
- (b) What are the risks of tourism entrepreneurship?

37. (a) Show the relationship between the Restaurant and Tourism.

Or

(b) Describe the role of Attraction in Tourism.

38. (a) How do facilities like adequate parking and easy access to public transportation affect the development of shopping areas?

Or

(b) Identify the components of Entrepreneurial Culture.

39. (a) Enumerate the various types of Tourism.

Or

(b) Explain the role of Finance in a Tourism Organization.

40. (a) Analyze the legal considerations in the Tourism Industry.

Or

(b) Outline the steps involved in starting a tourism business.

N-0456

Sub. Code

200361

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year – Sixth Semester

MARKETING OF BANKING SERVICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Holistic marketing is defined by four broad components
 - (a) Relationship Marketing
 - (b) Internal Marketing
 - (c) Integrated Marketing
 - (d) All the above

2. Which of the following is NOT one of the 4 Ps of marketing?
 - (a) Product
 - (b) Place
 - (c) Promotion
 - (d) Profit

3. Which of the following is a key element of the promotion mix?
 - (a) Pricing strategy
 - (b) Product design
 - (c) Public relations
 - (d) Production efficiency

4. Which of the following is NOT a stage in the personal selling process?
- (a) Prospecting (b) Product development
(c) Presentation (d) Closing
5. What does ROI stand for in marketing?
- (a) Return on Investment
(b) Return on Image
(c) Rate of Interest
(d) Revenue on Investment
6. What is the purpose of a credit score in banking?
- (a) Determining the interest rate on Loans
(b) Evaluating a borrower's creditworthiness
(c) Assessing the profitability of a bank
(d) Setting savings account interest rates
7. In the banking sector, what is the term for the interest rate at which a central bank lends money to commercial banks?
- (a) Prime rate (b) Discount rate
(c) Federal funds rate (d) LIBOR rate
8. Which of the following is an intangible aspect of a banker's product in the marketing mix?
- (a) ATM locations
(b) Interest rates
(c) Customer trust and reputation
(d) Online banking features

9. Which marketing mix element involves the distribution channels through which customers can access banking services?
- (a) Promotion (b) Place
(c) Price (d) Product
10. Which of the following is a demographic factor used in bank market segmentation?
- (a) Psychographic lifestyle
(b) Age
(c) Product usage rate
(d) Buying behaviour
11. What is behavioural segmentation in the context of a bank?
- (a) Dividing the market based on customer's attitudes and opinions
(b) Segmenting the market based on the frequency of product usage and buying behavior
(c) Classifying customers based on their income levels
(d) Analyzing customer's personalities for segmentation
12. In the context of banking, what does the term "core banking services" refer to?
- (a) Basic financial products and services
(b) Advanced technological solutions
(c) Exclusive services for high-net-worth individuals
(d) Marketing strategies

13. What is the primary function of a bank's credit card in its product mix?
- (a) Providing customers with a source of credit for purchases
 - (b) Issuing loans for home mortgages
 - (c) Facilitating international trade transactions
 - (d) Offering insurance products
14. What is the primary goal of product management?
- (a) Maximizing Revenue
 - (b) Minimizing costs
 - (c) Creating Customer Value
 - (d) Expanding market share
15. Which phase of the product development process involves gathering and analyzing user feedback?
- (a) Ideation (b) Development
 - (c) Testing (d) Launch
16. What is the Price Mix also known as in marketing?
- (a) Product Mix (b) Promotion Mix
 - (c) Marketing Mix (d) Place Mix

17. Which pricing strategy involves offering a product at a very low price to gain a large market share quickly?
- (a) Skimming pricing (b) Penetration pricing
(c) Cost-plus pricing (d) Premium pricing
18. Which of the following is NOT a component of the Price Mix?
- (a) Discounts (b) Distribution channels
(c) Pricing strategies (d) Payment terms
19. What is the role of direct marketing in the promotion mix?
- (a) Building brand awareness
(b) Encouraging face-to-face interactions
(c) Generating immediate sales through direct communication
(d) Enhancing public relations
20. What is the primary purpose of personal promotional efforts?
- (a) To gain popularity
(b) To enhance personal skills
(c) To create awareness and generate interest
(d) To make friends

21. Which of the following is a key element of an effective personal promotional strategy?
- (a) Keeping a low profile
 - (b) Avoiding social media presence
 - (c) Consistent and authentic communication
 - (d) Relying solely on traditional methods
22. What is the purpose of a call-to-action (CTA) in advertising?
- (a) To entertain the audience
 - (b) To create brand awareness
 - (c) To encourage a specific response from the audience
 - (d) To provide information about the company's history
23. Which of the following is an example of guerrilla marketing?
- (a) TV commercial during prime time
 - (b) Social media influencer partnership
 - (c) Flash mob in a public space
 - (d) Newspaper advertisement
24. Which training method is best suited for teaching complex technical skills through hands-on experience?
- (a) Lecture-based training
 - (b) Simulation exercises
 - (c) Online training modules
 - (d) Group discussions

25. What is the purpose of a needs assessment in the training and development process?
- (a) To identify the training goals and objectives
 - (b) To evaluate the effectiveness of the training program
 - (c) To determine the skills and knowledge gaps that needs to be addressed
 - (d) To select the training methods and materials
26. What is the term for the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors?
- (a) Market segmentation
 - (b) Product positioning
 - (c) Market differentiation
 - (d) Competitive analysis
27. When a company sets a high initial price to cover the costs of product development and capitalize on early adopters' it is using:
- (a) Penetration pricing
 - (b) Skimming pricing
 - (c) Cost-plus pricing
 - (d) Psychological pricing

28. What is the main purpose of sales promotion?
- (a) Build brand awareness
 - (b) Generate long-term customer loyalty
 - (c) Encourage immediate buying action
 - (d) Enhance public relations
29. What is the primary purpose of penetration pricing?
- (a) Maximize short-term profits
 - (b) Quickly gain market share
 - (c) Target premium customers
 - (d) Maintain a high profit margin
30. What is the primary responsibility of a product manager?
- (a) Sales
 - (b) Marketing
 - (c) Profitability
 - (d) End-to-end ownership of the product
31. What is the purpose of Bundle Pricing?
- (a) Encouraging upselling
 - (b) Simplifying the purchasing process
 - (c) Offering discounts on individual products
 - (d) Marketing strategy

32. What is the main objective of Psychological Pricing?
- (a) Maximizing profit
 - (b) Appealing to customers' emotions
 - (c) Matching competitors' prices
 - (d) Gaining market share
33. Which of the following is a key element of effective public relations?
- (a) Direct selling
 - (b) Crisis management
 - (c) Cold calling
 - (d) Product pricing

Part B (7 × 6 = 42)

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

34. (a) Describe the marketing process.
- Or
- (b) Discuss the types of demarketing strategy.
35. (a) Discuss how Porter's five forces model will help scan the environment for bank marketing.
- Or
- (b) Explain SWOT analysis in bank marketing and its use in developing marketing strategies.
36. (a) Discuss the different kinds of branches of a bank.
- Or
- (b) Explain the essential factors which influence the process of new product development.

37. (a) Discuss the types of product managers.

Or

(b) Discuss the prominent pricing strategies.

38. (a) Discuss the factors that influence price calculation.

Or

(b) Explain the methods used in Promotion Mix.

39. (a) Describe the different aspects of promotional efforts.

Or

(b) Explain the objectives of advertising.

40. (a) Explain different steps involved in selection of bank marketing personnel in bank.

Or

(b) Differentiate between training and development.

N-0457

Sub. Code

200362

B.B.A. DEGREE EXAMINATION, DECEMBER 2023.

ONLINE PROGRAMME EXAMINATIONS

Third Year – Sixth Semester

FINANCIAL MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. What is the primary goal of financial management?
 - (a) To minimise the risk
 - (b) To maximise the owner's wealth
 - (c) To maximise the return
 - (d) To raise profit

2. The finance manager is accountable for.
 - (a) Earning capital assets of the company
 - (b) Effective management of a fund
 - (c) Arrangement of financial resources
 - (d) Proper utilisation of funds

3. 'Shareholder wealth' in a firm is represented by:
- (a) The number of people employed in the firm
 - (b) The book value of the firm's assets less the book value of its liabilities
 - (c) The amount of salary paid to its employees
 - (d) The market price per share of the firm's common stock
4. The long-run objective of financial management is to
- (a) Maximize earnings per share.
 - (b) Maximize the value of the firm's common stock.
 - (c) Maximize return on investment.
 - (d) Maximize market share.
5. A budget is a plan of action expressed in _____.
- (a) Financial terms (b) Non financial terms
 - (c) Both (d) Subjective matter
6. Budget is prepared for a _____.
- (a) Indefinite period (b) Definite period
 - (c) Period of one year (d) Six months
7. Discounting technique is used to find out
- (a) Terminal Value (b) Compounded Value
 - (c) Present Value (d) Future Value
8. Time value of money is an important concept of finance because it takes into account
- (a) Risk
 - (b) Time
 - (c) Compound Interest
 - (d) All the above

9. Weighted Average Cost of Capital is generally denoted by
- (a) k_A
 - (b) k_w, k_w
 - (c) k_0, k_0
 - (d) k_c, k_c
10. Which of the following cost of capital require tax adjustment?
- (a) Cost of Equity Shares
 - (b) Cost of Preference Shares
 - (c) Cost of Debentures
 - (d) Cost of Retained Earnings
11. Operating Leverage is calculated as
- (a) $\text{Contribution} + \text{EBIT}$
 - (b) $\text{EBIT} \div \text{PBT}$
 - (c) $\text{EBIT} \div \text{Interest}$
 - (d) $\text{EBIT} \div \text{Tax}$
12. Financial Leverage is calculated as
- (a) $\text{EBIT} \div \text{Contribution}$
 - (b) $\text{EBIT} \div \text{PBT}$
 - (c) $\text{EBIT} \div \text{Sales}$
 - (d) $\text{EBIT} + \text{Variable Cost}$
13. Capital Budgeting is a part of
- (a) Investment Decision
 - (b) Working Capital Management
 - (c) Marketing Management
 - (d) Capital Structure
14. Capital Budgeting deals with
- (a) Long-term Decisions
 - (b) Short-term Decisions
 - (c) Both (a) and (b)
 - (d) Neither (a) nor (b)

15. The term capital structure denotes
- (a) Total of Liability side of Balance Sheet
 - (b) Equity Funds, Preference Capital and Long term Debt
 - (c) Total Shareholders Equity
 - (d) Types of Capital Issued by a Company
16. Which of the following is not a relevant factor in EPS Analysis of capital structure?
- (a) Rate of Interest on Debt
 - (b) Tax Rate
 - (c) Amount of Preference Share Capital
 - (d) Dividend paid last year
17. Which of the following comes under medium-term funds?
- (a) Lease financing (b) Public deposits
 - (c) Bank loans (d) All of the above
18. Commercial papers comes under the category of
- (a) Owner's fund
 - (b) Borrowed fund
 - (c) Long term funds
 - (d) Internal sources of funds
19. On the balance sheet of a company, the value of the asset bought through hire purchase will appear as
- (a) Cost less depreciation to date less amount owing on hire purchase less interest owing
 - (b) Cost less amounts owing on hire purchase
 - (c) Cost less depreciation to date less amount owing on hire purchase
 - (d) Cost less depreciation to date

20. The act of buying an asset without having to make full payment in the immediate future is known as
- (a) Hire purchase
 - (b) Finance lease
 - (c) Operating lease
 - (d) Sale and leaseback
21. MM Model of Dividend irrelevance uses arbitrage between
- (a) Dividend and Bonus,
 - (b) Dividend and Capital Issue,
 - (c) Profit and Investment,
 - (d) None of the above
22. If $k_e = r$, then under Walter's Model, which of the following is irrelevant?
- (a) Earnings per share
 - (b) Dividend per share
 - (c) DP Ratio
 - (d) None of the above
23. Working capital is also known as _____ capital.
- (a) Current asset
 - (b) Operating
 - (c) Projecting
 - (d) Operation capital
24. Working capital is calculated as _____.
- (a) Core current assets less core current liabilities
 - (b) Current assets less current liabilities
 - (c) Core current assets less current liabilities
 - (d) Liquid assets less current liabilities

25. Which of the following are not motives for holding cash?
- (a) Transactional motive
 - (b) Intellectual motive
 - (c) Precautionary motive
 - (d) Speculative motive
26. _____ considered demand for money is as an application of a more general theory of demand for capital assets
- (a) Baumol
 - (b) James Tobin
 - (c) J M Keynes
 - (d) Milton Friedman
27. Marketable securities are
- (a) Fixed assets
 - (b) Intangible assets
 - (c) Highly liquid short term investments
 - (d) Current liabilities
28. Marketable securities are reported in the balance sheet at their
- (a) Cost excluding brokerage fee
 - (b) Cost including brokerage fee
 - (c) Current market value
 - (d) Par value
29. Operating leverage helps in analysis of
- (a) Business Risk
 - (b) Financing Risk
 - (c) Production Risk
 - (d) Credit Risk
30. Which of the following is studied with the help of financial leverage?
- (a) Marketing Risk
 - (b) Interest Rate Risk
 - (c) Foreign Exchange Risk
 - (d) Financing risk

31. Combined Leverage is obtained from OL and FL by their:
- (a) Addition
 - (b) Subtraction
 - (c) Multiplication
 - (d) Any of these
32. High degree of financial leverage means:
- (a) High debt proportion
 - (b) Lower debt proportion
 - (c) Equal debt and equity
 - (d) No debt
33. In order to calculate EPS, Profit after Tax and Preference Dividend is divided by:
- (a) MP of Equity Shares
 - (b) Number of Equity Shares
 - (c) Face Value of Equity Shares
 - (d) None of the above

Part B

(7 × 6 = 42)

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

34. (a) Describe the functions of financial management.

Or

- (b) What is maximization of wealth of shareholders objectives?

35. (a) Discuss the advantages and limitations of budgets.

Or

- (b) Explain the Compounding method.

36. (a) What is the importance of cost of capital?

Or

(b) Distinguish between the financial and operating leverages.

37. (a) Describe the process of capital budgeting.

Or

(b) Discuss the classifications of capital structure theories.

38. (a) What are the objectives of Trade credit?

Or

(b) What are the features of hire purchase financing?

39. (a) Describe the Waiter's model of dividend theory.

Or

(b) Discuss the concepts and components of working capital.

40. (a) Enumerate the motives for cash holdings.

Or

(b) Explain the credit policy and its variables.

N-0458

Sub. Code

200363

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year Sixth Semester

BUSINESS LAW

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. What is the primary source of business law?
 - (a) Judicial decisions
 - (b) Business ethics
 - (c) Legislation
 - (d) Custom and traditions

2. What is the primary scope of business law?
 - (a) Regulating personal relationships
 - (b) Regulating business relationships
 - (c) Regulating criminal activities
 - (d) Regulating political activities

3. In a contract, what are the essential elements required for it to be valid?
 - (a) Offer and acceptance
 - (b) Offer, acceptance, and intention to create a legal relationship
 - (c) Offer, acceptance, intention to create a legal relationship, and consideration
 - (d) Offer, acceptance, intention to create a legal relationship, consideration, and legality of object

4. What is a void contract?
 - (a) A contract that is valid but not enforceable
 - (b) A contract that is illegal from the beginning
 - (c) A contract that lacks mutual consideration
 - (d) A contract that is cancelled before performance

5. What is the role of an agent in a principal-agent relationship?
 - (a) To make decisions independently of the principal
 - (b) To act on behalf of and represent the principal
 - (c) To oppose the principal's interests
 - (d) To enforce contracts for the principal

6. What are the three main types of authority in an agency relationship?
 - (a) Actual, apparent, and implied authority
 - (b) Express, implied, and undisclosed authority
 - (c) Actual, apparent, and undisclosed authority
 - (d) Express, apparent, and implied authority

7. What is a contract of sale of goods?
- (a) A contract involving the sale of tangible personal property
 - (b) A contract involving the sale of services
 - (c) A contract involving the sale of real estate A
 - (d) Contract involving the sale of intellectual property
8. What is the primary difference between a condition and a warranty in a contract of sale of goods?
- (a) Conditions are more important than warranties
 - (b) Conditions are implied, while warranties are express
 - (c) Conditions are related to the price, while warranties are related to the quality
 - (d) Conditions are always written, while warranties are oral
9. In the context of the Negotiable Instruments Act, 1881, what is the primary function of a bill of exchange?
- (a) To provide a formal record of a transaction
 - (b) To act as a written promise to pay a specified sum
 - (c) To create a debt between the parties
 - (d) To serve as a security interest in real estate
10. What is the purpose of giving notice of dishonour in the context of negotiable instruments?
- (a) To inform the issuer about the upcoming maturity date
 - (b) To make the instrument non-negotiable
 - (c) To notify parties that the instrument has been dishonoured
 - (d) To invalidate the instrument

11. What is a partnership deed?
 - (a) A legal document that dissolves a partnership
 - (b) A legal document that establishes the terms of a partnership
 - (c) A legal document that outlines the duties of a sole proprietor A
 - (d) Document that specifies the tax obligations of a partnership

12. What is the effect of non-registration of a partnership under the Partnership Act, 1932?
 - (a) The partnership is not valid
 - (b) The partnership is illegal
 - (c) The partnership loses limited liability status
 - (d) The partnership is still valid, but certain legal benefits are lost

13. What is the primary classification of companies under the Companies Act, 1956?
 - (a) Based on the number of shareholders
 - (b) Based on the location of the company
 - (c) Based on the type of products they manufacture
 - (d) Based on their social responsibility

14. How does a public company differ from a private company under the Companies Act, 1956?
 - (a) A public company has more shareholders than a private company
 - (b) A public company is always listed on a stock exchange
 - (c) A public company is never incorporated
 - (d) A public company has a higher tax rate than a private company

20. The use of information and ideas protected by IPR are of
(a) Cultural value (b) Social value
(c) Commercial value (d) Moral value
21. What is the punishment for hacking of computers?
(a) Three year imprisonment or 10 lakh rupees penalty or both
(b) Life Imprisonment
(c) Three year imprisonment or 5 lakh rupees penalty or both
(d) Three year imprisonment or 2 lakh rupees penalty or both
22. When IT Act 2000 came into effect?
(a) October 17, 2000
(b) October 17, 2001
(c) November 11, 2000
(d) November 11, 2001
23. Which of the following is a micro-financing programme?
(a) Local village bank (b) Self-help group
(c) Purvanchal bank (d) Utkal Gramin bank
24. The national board for Micro, Small and Medium Enterprises meets once every _____ months in a year.
(a) 6 (b) 2.3
(c) 3.2 (d) 4.9

25. Which one of the following is the prescribed investment limit for medium enterprises in the manufacturing sector as per the Micro, Small and Medium Enterprise Development Act, 2006?
- (a) More than Rs 10 lakhs and less than Rs 2 crores
 - (b) More than Rs 2 crores and less than Rs 5 crores
 - (c) More than Rs 5 crores and less than Rs 10 crores
 - (d) More than Rs 10 crores
26. What is the objective of the MSME Act in terms of government policy?
- (a) To impose heavy taxes on small businesses
 - (b) To discourage the growth of micro, small, and medium enterprises
 - (c) To promote the development and growth of these enterprises
 - (d) To regulate foreign investments
27. Which legal document can specify protections for minority shareholders in a company?
- (a) Memorandum of Association
 - (b) Share Certificate
 - (c) Articles of Association
 - (d) Shareholder Agreement
28. Which method of winding up involves selling the company's assets to pay off its debts and distributing any remaining assets to shareholders?
- (a) Voluntary winding up
 - (b) Compulsory winding up
 - (c) Members' voluntary winding up
 - (d) Creditors' voluntary winding up

29. Under which circumstance is a company typically compelled to undergo compulsory winding up?
- (a) Insolvency
 - (b) Profitable operations
 - (c) Shareholder request
 - (d) Mergers and acquisitions
30. Which of the following is not a common area within the scope of business law?
- (a) Contract Law (b) Environmental Law
 - (c) Criminal Law (d) Tax Law
31. Business law often deals with legal issues related to:
- (a) Individuals only
 - (b) Corporations and individuals
 - (c) Corporations only
 - (d) Government agencies
32. Which law governs the relationship between employers and employees, including issues related to wages, working conditions, and labor disputes?
- (a) Tax Law (b) Contract Law
 - (c) Labor Law (d) Copyright Law
33. Which section deals with the punishment for fraudulently inducing persons to invest money?
- (a) Section 37 (b) Section 34
 - (c) Section 36 (d) Section 35

Part B

(7 × 6 = 42)

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

34. (a) Explain the concept of sources of law and discuss the primary sources from which business law derives its legal principles.

Or

- (b) Explain the essentials of a valid contract under the Indian Contract Act, 1872. Provide a brief overview of each essential element and its significance in contract formation.
35. (a) Outline the different types of agencies recognized under the law of agency.

Or

- (b) Explain the key provisions of the Sale of Goods Act, 1930, and how they govern the sale and purchase of goods in India.
36. (a) Explain the different types of negotiable instruments recognized by the Act, including promissory notes, bills of exchange, and cheques.

Or

- (b) Describe the various modes of dissolution and the legal procedures involved.
37. (a) Describe the process of incorporating a company under the Companies Act, 1956.

Or

- (b) Discuss the provisions related to the establishment of consumer dispute redressal forums or commissions under COPRA, 1986.

38. (a) Discuss the main objectives of the Competition Act, 2002, and its role in regulating competition and antitrust practices in India.

Or

- (b) Explain the concept of copyright and give an example of a work protected by copyright.
39. (a) What is the main objective of the Information Technology Act, 2000, in India?

Or

- (b) Define micro, small, and medium enterprises as per the classification provided by the Act.
40. (a) What are the eligibility criteria for an enterprise to avail benefits under the reservation policy?

Or

- (b) Explain the difference between voluntary winding up and compulsory winding up.
-

N-0459

Sub. Code

200364

B.B.A. DEGREE EXAMINATION, DECEMBER 2023

ONLINE PROGRAMME EXAMINATIONS

Third Year – Sixth Semester

ENTREPRENEURSHIP

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. The word entrepreneur is derived from the _____
verb 'entreprendre'.
(a) Latin (b) German
(c) French (d) Arabic
2. The _____ ability of a person is one of the
fundamental features of entrepreneurship.
(a) Accepting challenges
(b) Decision-making
(c) Risk taking
(d) Skill full management
3. An entrepreneur is an individual who efficiently and
effectively combines the _____ factors of
production.
(a) Five (b) Four
(c) Six (d) Three

4. When will and ability to lead is so strong that a person can take the business through any challenge is a _____ Entrepreneur?
- (a) Artist (b) Superstar
(c) Hero (d) Healer
5. Project ideas _____ pass through a brainstorming process.
- (a) First (b) Two
(c) Third (d) Four
6. An idea of introducing a new product may be discussed in a _____ level team comprising the strategy group, the operations group and finance persons.
- (a) Mid (b) Low
(c) Big (d) High
7. What is the first step in the business opportunity identification process?
- (a) Market research
(b) Idea generation
(c) Feasibility analysis
(d) Business plan development
8. What does SWOT analysis stand for in the context of business opportunity identification?
- (a) Strategic Way of Organizing Trends
(b) Strengths, Weaknesses, Opportunities, Threats
(c) Systematic Workflow for Operational Tactics
(d) Successful Ways of Obtaining Targets
9. Which of the following is a common mistake to avoid when preparing a business plan?
- (a) Being overly optimistic in financial projections
(b) Providing too much detail in the executive summary
(c) Excluding information about competitors
(d) Omitting the marketing plan section

10. Which section of a business plan typically includes information about the company's mission and vision?
- (a) Financial Projections
 - (b) Executive Summary
 - (c) Market Analysis
 - (d) Operations Plan
11. What is the primary source of funding for many start-ups in their early stages?
- (a) Venture Capital (b) Bank Loans
 - (c) Angel Investors (d) Government Grants
12. What does the term "Bootstrapping" refer to in the context of entrepreneurship?
- (a) Wearing specialized boots for business events
 - (b) Self-funding a business using personal savings and revenue
 - (c) Using boots as a metaphor for teamwork
 - (d) Seeking funding from a bootstrap-themed venture capital firm
13. Which of the following is a characteristic of a sole proprietorship?
- (a) Limited liability (b) Separate legal entity
 - (c) Multiple owners (d) Continuity of existence
14. In a general partnership, how are profits and losses typically shared among the partners?
- (a) Equally
 - (b) According to their capital contribution
 - (c) Based on seniority
 - (d) In proportion to their ownership interest

15. What document outlines the fundamental principles by which a corporation operates?
 - (a) Partnership agreement
 - (b) Memorandum of association
 - (c) Bylaws
 - (d) Articles of incorporation

16. Which of the following is NOT a potential growth direction for a business?
 - (a) Vertical Integration
 - (b) Horizontal Integration
 - (c) Lateral Integration
 - (d) Static Integration

17. What does a high growth rate typically require from a company?
 - (a) Low investment in innovation
 - (b) Minimal employee training
 - (c) Substantial financial resources
 - (d) Limited market research

18. In the context of business growth, what does “diversification” refer to?
 - (a) Focusing on a single product
 - (b) Expanding into new markets with existing products
 - (c) Expanding the product line within the same market
 - (d) Entering unrelated business areas

19. What is the primary purpose of a project design phase?
 - (a) Project execution
 - (b) Project initiation
 - (c) Project planning
 - (d) Project monitoring and control

20. Which of the following is a key component of a project design document?
- (a) Project budget
 - (b) Project risks
 - (c) Project stakeholders
 - (d) All of the above
21. Which of the following institutions was specifically established to cater to the financial needs of small and medium-sized enterprises (SMEs) in India?
- (a) Industrial Finance Corporation of India (IFCI)
 - (b) Industrial Development Bank of India (IDBI)
 - (c) Small Industries Development Bank of India (SIDBI)
 - (d) Industrial Credit Investment Corporation of India (ICICI)
22. Which of the following is a key element in promoting an enterprise's brand effectively?
- (a) Ignoring social media presence
 - (b) Consistent and clear messaging
 - (c) Limited engagement with customers
 - (d) Avoiding online advertising
23. Why is it important for enterprises to adapt to changing market trends in their promotional strategies?
- (a) To Increase Employee Turnover
 - (b) To Maximize Operational Costs
 - (c) To Stay Competitive and Relevant
 - (d) To Reduce Innovation
24. What is the importance of branding in enterprise promotion?
- (a) Increases Taxes
 - (b) Enhances Recognition and Trust
 - (c) Reduces Competition
 - (d) Lowers Production Costs

25. What is the main purpose of the Entrepreneurial Guidance Bureau?
- (a) Environmental Protection
 - (b) Providing Guidance to Entrepreneurs
 - (c) Agricultural Research
 - (d) Social Welfare Programs
26. ITCOT is a consultancy organization primarily operating in which Indian state?
- (a) Maharashtra (b) Tamil Nadu
 - (c) Gujarat (d) Karnataka
27. What is the primary characteristic of an entrepreneurial culture?
- (a) Stability (b) Risk-taking
 - (c) Bureaucracy (d) Conformity
28. Which of the following is a key element of fostering an entrepreneurial culture in an organization?
- (a) Strict hierarchy
 - (b) Resistance to change
 - (c) Innovation and creativity
 - (d) Centralized decision-making
29. What is the significance of mentorship in entrepreneurship development?
- (a) Provides emotional support
 - (b) Offers guidance and expertise
 - (c) Facilitates networking opportunities
 - (d) All of the above

30. In the context of entrepreneurship, what does the term “Angel Investor” refer to?
- (a) A wealthy individual who provides funding to startups
 - (b) A government official promoting entrepreneurship
 - (c) A business consultant
 - (d) A venture capitalist
31. What is the purpose of a pitch competition in the context of entrepreneurship development?
- (a) To showcase innovative ideas
 - (b) To secure bank loans
 - (c) To hire employees
 - (d) To sell products directly to customers
32. What is the primary purpose of harvesting rewards in a context related to agriculture?
- (a) To celebrate the end of the planting season
 - (b) To accumulate surplus crops for future use
 - (c) To maximize the yield of crops and gather the benefits of successful cultivation
 - (d) To showcase the variety of crops grown in a region
33. What is the primary objective of Backward Area Development Schemes?
- (a) Promotion of advanced technology
 - (b) Infrastructure development in economically weaker regions
 - (c) Enhancement of urban amenities
 - (d) Support for primary education nationwide

Part B (7 × 6 = 42)

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

34. (a) Discuss the nature of entrepreneurship.

Or

- (b) Describe the characteristics of an entrepreneur.

35. (a) What are the sources of opportunities? Explain.

Or

(b) Discuss the market-feasibility study in detail.

36. (a) What are the characteristics of venture capital?

Or

(b) How can you establish ownership over innovations and contributions?

37. (a) What are the characteristics of a high growth firm?

Or

(b) Describe the stages of a feasibility study.

38. (a) Define venture capital. Describe the various sources and opportunities of venture capital financing.

Or

(b) Explain in detail the conceptual and legal framework for industrial development and industries in India provided by the Industries (Development and Regulation) Act, 1951.

39. (a) What are the advantages in promoting small scale industry?

Or

(b) Explain the role of Small Industries Development Organization (SIDO) in promoting SSIs.

40. (a) Explain the terms 'giving management contract' and benefits of it to an entrepreneur who wants profitable exit from business.

Or

(b) Analyse the process of evaluation of EDP.