

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
BUSINESS ADMINISTRATION
PART – I : COMMUNICATION SKILLS — I
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Communication that takes place within an organization or group is known as
 - (a) External communication
 - (b) Mass communication
 - (c) Internal communication
 - (d) Upward communication
2. Memos, circulars, instruction, guidelines within an organization are the channels that facilitate
 - (a) Formal communication
 - (b) Informal communication
 - (c) Mass communication
 - (d) External communication
3. This communication spreads by way of gossips and rumours
 - (a) Lateral communication
 - (b) Grapevine Communication
 - (c) Formal communication
 - (d) Informal communication
4. In a meeting, Vote of thanks is proposed at the
 - (a) beginning of the meeting
 - (b) end of the meeting
 - (c) before key note address
 - (d) after presidential address
5. What is the first step required for effective communication?
 - (a) Be clear about the purpose of communication
 - (b) Number of Target audience
 - (c) Duration for the communication
 - (d) Intellectual level of the audience

6. The message conveyed through oral communication is
- (a)always misleading (b)instantaneous
(c)confusing (d)ambiguous
7. The intonation that helps us to contrast questions and statements is known as
- (a)Informal intonation (b)Attitudinal intonation
(c)Grammatical intonation (d)Formal speech
8. What does the phrase point-blank mean?
- (a)to say something directly or rudely (b)to go blank and pointless
(c)to be ambiguous (d)being short and sweet
9. A spelling or punctuation mistake that happens while typing is known as
- (a)typographical error (b)graphic mistake
(c)spell check (d)contextual error
10. “Each and every” are examples of
- (a)Distributive determiners (b)Disjunctive determiners
(c)Equative determiners (d)Evaluative determiners

11. “His father”, “My daughter” are

- (a)Basic determiners
- (c)minor determiners

- (b)subject determiners
- (d)prepositions

12. ‘Many’ ’much’ ‘few’ ’little’ are examples of

- (a)Demonstratives
- (c)elective determiners

- (b)Degree determiners
- (d)Exclamative determiners

13. Words that do not contribute to the total meaning of the sentence are known as

- (a)redundant
- (c)ambiguous

- (b)simple
- (d)repeat

14. The sentence in a paragraph that usually introduces the main idea is known as

- (a)Topic sentence
- (c)Paraphrase

- (b)Central idea
- (d)Lead sentence

15. “Redundancy” ”Mega Byte”- are jargons belonging to

- (a)Legal system
- (c)Management

- (b)Computer Science
- (d)Medicine

16. What does Suomoto mean?

- | | |
|--|--|
| (a)supreme | (b)Action done on your own without anybody's request |
| (c)action as a response to a prompt received | (d)an arbitrary decision |

17. Words pertaining to one particular domain are known as

- | | |
|--------------------|------------------|
| (a)jargons | (b)special words |
| (c)difficult words | (d)synonyms |

18. A testimonial is a

- | | |
|---------------------------|--------------------------|
| (a)letter of appreciation | (b)a letter of criticism |
| (c)Appointment letter | (d)confirmation letter |

19. What is the greatest merit of non-verbal communication?

- | | |
|----------------------------------|-------------------------|
| (a)it has universal appeal | (b)it is only for elite |
| (c)only literates can understand | (d)not true |

20. The study of various types of body language is known as

- | | |
|--------------|---------------|
| (a)Semiotics | (b)Kinesics |
| (c)Oculesics | (d)Morphology |

21. Proxemics deals with

- (a)Personal space
- (c)Audition disorders

- (b)Speech therapy
- (d)mental retardants

22. Haptics related to the study of

- (a)mind
- (c)speech

- (b)touch
- (d)body language

23. A hackneyed or stale phrase is known as

- (a)Agenda
- (c)Glossary

- (b)Cliché
- (d)Jargon

24. A report that is prepared as mandatory requirement by law

- (a)Statutory report
- (c)Emergency report

- (b)Non statutory report
- (d)Secret report

25. Appendix is at the ----- of the report

- (a)beginning
- (c)end

- (b)middle
- (d)as a separate supplement

26. List of key words in the report with the pages numbers arranged alphabetically is known as
- | | |
|------------------|-------------|
| (a)Subject index | (b)Appendix |
| (c)Glossary | (d)Annexure |
27. A section that gives relevant additional information at the end of the report is known as
- | | |
|-------------|-----------------|
| (a)Appendix | (b)Glossary |
| (c)Summary | (d)Illustration |
28. The number of members in an ideal meeting would be
- | | |
|----------|-----------|
| (a)10-12 | (b)20-25 |
| (c)50-75 | (d)75-100 |
29. This gives the list of items to be discussed in the meetings
- | | |
|----------------|-------------|
| (a)Agenda | (b)Report |
| (c)Note making | (d)Glossary |
30. A write up that records the proceedings of the meetings
- | | |
|---------------------------|----------------|
| (a)Agenda | (b)Report |
| (c)Minutes of the meeting | (d)Note making |

31. The types of minutes that records the decisions taken, persons responsible for the implementation
- (a)Meeting (b)Agenda
(c)Decision minutes (d)General minutes of the meeting
32. In this type of group discussion, the topic is given to the participants and they are asked to finish in the allotted frame of time.
- (a)Unstructured (b)structured
(c)Role play (d)Monitored group discussion
33. What would happen with abstract topics in a group discussion?
- (a)give rise to conflict (b)very pleasant discussion
(c)Participants will get panic (d)participants will leave

PART - B

(7 X 6 = 42)

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

34. (a) Explain any four types of communication
- [OR]
- (b) Discuss the major factors that affect communication process
35. (a) What are the major forms of oral communication?
- [OR]
- (b) Explain the main types of intonations
36. (a) What are the guidelines to effective communication?
- [OR]
- (b) Analyse the rules related to good writing
37. (a) Explain three main types of conditional clauses
- [OR]
- (b) What are the characteristics of good essay?
38. (a) Why are imaginative essays the most interesting type of essays?
- [OR]
- (b) List the 'Do's of Resume writing'.
39. (a) What are the different types of non-verbal communication?
- [OR]
- (b) Differentiate between posture and gesture
40. (a) Analyse the types of reports
- [OR]
- (b) State the uses of glossar

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - Second Semester
BUSINESS ADMINISTRATION
COMMUNICATION SKILLS – II
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The skills that relate to knowledge, proficiency, speed and accuracy are known as
 - (a)personal skill
 - (b)technical skill
 - (c)soft skill
 - (d)communication skill
2. Who developed the theory of communication pertaining to behavioral aspects?
 - (a)Harold D. Laswell
 - (b)Henry James
 - (c)Noam Chomsky
 - (d)Ferdinand de Saussure.
3. Identify the higher order skill among the following
 - (a)Communication skill
 - (b)technical skill
 - (c)Conceptual skill
 - (d)human skill
4. What is the use of effective voice modulation?
 - (a)to make the session dull and monotonous
 - (b)to catch the attention of the audience
 - (c)to make the audience think effectively
 - (d)to communicate with the audience
5. Conduct bearing and appearance are referred to as
 - (a)attitude
 - (b)pride
 - (c)identity
 - (d)demeanor

6. The sequencing and order of presentation is known as
- (a)argument (b)arrangement
(c)sequence (d)Memory
7. A group of symbols that can be structured in a way to convey a meaning is known as
- (a)Codes (b)Signs
(c)Signals (d)Skills
8. In this technique the students are made to repeat the words or phrases to learn and memorise the pronunciation.
- (a)mimicry - memorization (b)repeat technique
(c)read and repeat (d)reading aloud
9. How many Back Vowels are there in English?
- (a)5 (b)8
(c)2 (d)7
10. How many pure Vowels are there in English?
- (a)15 (b)20
(c)8 (d)12

11. How many front vowels are there in English?

- | | |
|------|------|
| (a)4 | (b)5 |
| (c)6 | (d)7 |

12. The initial sounds in the words - pat, bat, mat and what are

- | | |
|---------------|-----------------|
| (a)fricatives | (b)plosives |
| (c)Bilabial | (d)Labio dental |

13. The ability to deal with others is known as

- | | |
|--------------------|--------------------------|
| (a)Personal skills | (b)Inter Personal skills |
| (c)Group skills | (d)Communication skills |

14. The quality of being able to adjust to new conditions is

- | | |
|------------------------|-------------------------|
| (a)Professionalism | (b)Inter-personal skill |
| (c)Communication skill | (d)Adaptability |

15. The process which involves reading, listening, viewing, understanding and interpretation of messages is known as

- | | |
|-----------------------|-----------------------------|
| (a)Coding | (b)Decoding |
| (c)Oral Communication | (d)Non verbal communication |

16. What is the estimate of the number of written languages in the world?
- (a)Not more than 500 (b)More than 500
(c)More than 1000 (d)More than 1500
17. The ability to apply the relevant technical knowledge according to the situation is known as
- (a)technical skill (b)personal skill
(c)inter personal skills (d)communication skill
18. Identify the language that is described as Romantic language
- (a)Greek (b)Latin
(c)French (d)English
19. What is the important prerequisite for the language to be effective?
- (a)should be spoken in England and America (b)Should have good written literature
(c)should have a wide range of vocabulary (d)it has to be a regional language of at least one region.
20. The study of words is known as
- (a)Phonology (b)Morphology
(c)Linguistics (d)Semantics

21. Words of same language that are pronounced alike but have different spelling are known as
- (a)Homophones
 - (b)Morphemes
 - (c)Synonyms
 - (d)Antonyms
22. The cooperative two way conversation is known as
- (a)Debate
 - (b)Dialogue
 - (c)Discourse
 - (d)persuasion
23. The goal of this type of one way - conversation is to deliver information.
- (a)Debate
 - (b)Dialogue
 - (c)Discourse
 - (d)Diatribе
24. What is a response?
- (a)a reply to a greeting
 - (b)reply in an argument
 - (c)reaction to an adversary comment
 - (d)silence in a communication
25. What does a posture refer to?
- (a)how one stands or sits
 - (b)vocabulary
 - (c)Knowledge
 - (d)educational qualification

26. The movement of hands, arms, head and shoulders is known a

- | | |
|------------|------------------|
| (a)posture | (b)discipline |
| (c)gesture | (d)communication |

27. A phrase or a opinion that is over used is known as

- | | |
|-------------------|---------------|
| (a)redundancy | (b)repetition |
| (c)topic sentence | (d)cliché |

28. The process of changing the text till it becomes consistent and accurate is known as

- | | |
|-------------|-----------------|
| (a)editing | (b)drafting |
| (c)planning | (d)paraphrasing |

29. Checking the document for spelling, grammar, punctuation, format of the page etc, is known as

- | | |
|------------------|-------------|
| (a)Proof reading | (b)Drafting |
| (c)Paraphrasing | (d)Editing |

30. A type of writing that displays imagination or invention is known as

- | | |
|-------------------|---------------------|
| (a)Proof reading | (b)Documenting |
| (c)Video graphing | (d)Creative writing |

31. Polite way of ending a letter is known as

- | | |
|----------------------|-------------------------|
| (a) Creative writing | (b) Complementary close |
| (c) Poetic justice | (d) Proof reading |

32. Usually how much space is left for the writer to sign the letter?

- | | |
|-------------------|------------------|
| (a) 5 lines space | (b) 2 line space |
| (c) 10 line space | (d) 7 line space |

33. Who is responsible for making the interview time bound and result oriented?

- | | |
|---------------------|--|
| (a) the candidate | (b) all members of the interview panel |
| (c) the chairperson | (d) the organizers |

PART - B

(7 X 6 = 42)

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

34. (a) Identify and explain the various elements of communication skills.

[OR]

(b) Highlight briefly the importance of consistency in communication?

35. (a) Write a short note on Word Power

[OR]

(b) Discuss the ten commandments of good speaking with real life example

36. (a) How are consonants articulated? Discuss the types and mechanism

[OR]

(b) Analyse the significance of language.

37. (a) What are the four levels of listening?

[OR]

(b) Examine the four maxims of conversation.

38. (a) Write a note on Business Presentations.

[OR]

(b) List out the advantages of written communication over oral communication.

39. (a) How can one write effective sentences and paragraphs?

[OR]

(b) What are the types of Technical documents? List and analyse

40. (a) Discuss the types of proposals.

[OR]

(b) What are the different types of Resumes? Discuss in detail.

N-1550

COURSE CODE

200313

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
BUSINESS ADMINISTRATION
PRINCIPLES OF ECONOMICS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. A rational producer will select his level of production in which stage of the law of variable proportions
 - (a) Stage I
 - (b) Stage II
 - (c) Stage III
 - (d) Either stage I or stage II
2. Total product reaches at maximum when
 - (a) M_p is increasing
 - (b) M_p is maximum
 - (c) $M_p = 0$
 - (d) M_p is negative
3. At the 'point of inflection'
 - (a) MP is maximum
 - (b) AP is maximum
 - (c) TP is maximum
 - (d) All of the above
4. Returns to scale refers to the production function where
 - (a) All factors are fixed
 - (b) Some factors are fixed and others are variable
 - (c) All factors are variable
 - (d) None of the above
5. In the case of diminishing returns to scale, a given proportionate increase in all factors causes
 - (a) a more than proportionate increase in output
 - (b) an equal proportionate increase in output
 - (c) a less than proportionate increase in output
 - (d) None of the above

N-1550

6. Increasing returns to scale occurs due to
(a)division of labour (b)specialization
(c)economies of scale (d)all of the above
7. The cause for diminishing returns to scale is:
(a)improper proportion of factors of production (b)difficulty in the combination of certain factors
(c)excess combination of certain factors (d)All of the above
8. The solution to diminishing returns to scale is:
(a)technical progress (b)expansion of resources
(c)proper combination or resources (d)all of the above
9. Economies of scale refers to:
(a)Advantages resulting from large scale production (b)Disadvantages resulting from large scale production
(c)Advantages resulting from the increase in the number of consumers (d)All of the above
10. Which one of the following is not related to economies of scale?
(a)Scope for division of labour and specialization (b)Scope for getting inputs at cheaper rates
(c)Difficulty faces by the managers to coordinate the business (d)Scope for better storage facilities

11. The law of Diminishing returns is applicable to:
(a)Agriculture only (b)Industry only
(c)In short-run only (d)Universally
12. Let a firm employ 5 labourers and produces 120 units of output. When 6 labourers are employed the firm produces 136 units of output. Then the marginal product is ---
(a)120 (b)136
(c)6 (d)16
13. A firm produce 200 units of commodity X by employing 10 workers and 240 units of the same commodity by employing 12 workers. Then the Average Product of the worker is -----
(a)200 (b)240
(c)20 (d)40
14. Other things remaining the same, the quantity of a product demanded increases with ----- in price.
(a)Increase (b)Decrease
(c)Variation (d)None of the above
15. When total utility is maximum, marginal utility is:
(a)Maximum (b)One
(c)Zero (d)Infinite.

16. For complementary goods, the cross elasticity of demand:
- (a)Positive
 - (b)Negative
 - (c)Zero
 - (d)None
17. Relation between price of a commodity and demand for another commodity is measured by:
- (a)Price elasticity
 - (b)Income elasticity
 - (c)Cross elasticity
 - (d)Elasticity of substitution
18. When TU falls, MU is:
- (a)Rises
 - (b)Zero
 - (c)Positive
 - (d)Negative
19. Demand varies ----- with price.
- (a)Directly
 - (b)Positively
 - (c)Inversely
 - (d)None of the above
20. Income elasticity of demand for inferior good is:
- (a)Negative
 - (b)Positive
 - (c)Zero
 - (d)Unity

21. In the case of luxury goods, the income elasticity of demand will be:
(a)Less than unity (b)Unity
(c)More than unity (d)All the above
22. Income elasticity is positive, but less than unity in the case of:
(a)Necessity (b)Luxury
(c)Inferior (d)Substitutes
23. In drawing an individual demand curve for a commodity, all but which of the following are kept constant:
(a)Individual's money income (b)The prices of the related commodity
(c)Price of the commodity under consideration (d)Tastes of the consumer
24. When an individual's income rises, when everything else remains the same, his demand for normal goods:
(a)Rises (b)Falls
(c)Remains the same (d)Any of the above is possible
25. When an individual's income falls, when everything else remains the same, his demand for inferior goods:
(a)Increases (b)Decreases
(c)Remains unchanged (d)Cannot say

26. When the price of the substitute commodity of X falls, the demand for X:
(a)Rises (b)Falls
(c)Remains unchanged (d)All of the above is possible
27. If the quantity demanded remains unchanged as the price of the commodity falls, the coefficient of price elasticity of demand is:
(a)Greater than (b)One Equal to one
(c)Smaller than one (d)Zero
28. If the income elasticity of demand is greater than one, then the commodity is:
(a)Necessity (b)Luxury
(c)Inferior (d)Non-related commodity
29. If the amount of the commodity purchased remains unchanged when the price of another commodity changes, the cross elasticity of demand between them will be:
(a)Positive (b)Negative
(c)Zero (d)One
30. Which of the following is an exception to the law of demand?
(a)Giffen good (b)Normal good
(c)Superior good (d)All of the above

31. The law of diminishing marginal utility was popularized by:
 (a) Keynes (b) Marshall
 (c) Smith (d) Samuelson
32. If the income elasticity of demand for a commodity is found to be 0.4, then the commodity concerned is:
 (a) Luxury (b) Necessity
 (c) Giffen's goods (d) Independent good
33. Cross elasticity of demand in the case of substitutes:
 (a) Zero (b) Negative
 (c) Positive (d) Infinity

PART - B

(7 X 6 = 42)

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

34. (a) 'Scarcity of resources is the mother of all economic problems.' Discuss with examples
 [OR]
 (b) Distinguish between marginalism and incrementalism. Under what conditions are these concepts used in business decision-making?
35. (a) Explain the two approaches to consumer demand analysis.
 [OR]
 (b) What are the factors responsible for the movement /shift in the demand curve?
36. (a) Discuss the law of variable proportion.
 [OR]
 (b) Discuss the various categories of internal economies.
37. (a) A. How is marginal revenue and marginal cost related to the profit maximization function of a firm?
 [OR]
 (b) Describe the determinants of market price.
38. (a) The Keynesian theory of interest is a purely monetary theory of interest. Discuss.
 [OR]
 (b) Analyse the meaning, importance and implication of market structures
39. (a) The economies of scale are a primary and technical reason for the emergence and existence of monopolies in an unregulated market.' Analyse the statement.
 [OR]
 (b) Analyse the various measures of national income.
40. (a) Derive a wage offer curve and explain its role in deriving the labour supply curve? Also, derive labour supply curve from wage-offer curve.
 [OR]
 (b) Analyse the concept of quasi rent in the short and long run

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - First Semester
BUSINESS ADMINISTRATION
FINANCIAL ACCOUNTING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The main Purpose of Financial Accounting is-----
(a) To provide financial information to shareholders (b) To maintain balance sheet
(c) To minimize taxes. (d) To keep track of liabilities
2. The expanded accounting equation is used by which statement?
(a) Cash Flow Statement (b) Balance Sheet
(c) Income Statement (d) None of the above
3. The kind of debts which are needed to be repaid in a short term is known as?
(a) Fixed Liabilities (b) Current Liabilities
(c) Depreciating Assets (d) Intangible Assets
4. What are Outstanding Expenses?
(a) Expenses which are not paid off in the current balance sheet. (b) The necessary purchases that keep a business going from day-to-day.
(c) Type of expense that is due but has not been paid. (d) None of the above.
5. Which Ratio protects the Creditors?
(a) Lower Debt Equity Ratio (b) Liquidity Assets
(c) Higher Inventory Ratio (d) Return on Investment Ratio

6. Return on Investment =?
- (a) Net Sales x 100
(b) Fixed Assets x 100
(c) Total Assets x 100
(d) None of the above
7. In the accounting cycle _____.
(a) Journal entries get posted to the appropriate ledger accounts
(b) Transactions are posted before they are journalised
(c) A trial balance is prepared after journal entries get posted
(d) Both a and c are correct
8. The assets that can be converted into cash within a year are known as _____.
(a) Investments
(b) Intangible assets
(c) Current assets
(d) None of the above
9. Bookkeeping mainly consists of _____ part of the accounting process.
(a) Auditing the books of accounts
(b) Recording financial information
(c) Preparing financial statements
(d) Analysing
10. Retiring partner is compensated for parting with the firm's future profits in favour of remaining partners. The remaining partners contribute to such compensation amount in
(a) Gaining Ratio
(b) Capital Ratio
(c) Sacrificing Ratio
(d) Profit-Sharing Ratio

11. A, B, and C share profits and losses of the company equally. B retires from business and his share is purchased by A and C in the ratio of 2:3. New profit sharing ratio between A and C respectively would be
- (a) 1:1 (b) 2:2
(c) 7:8 (d) 3:5
12. When unsold stock is taken away by a co-venturer, then account is debited:
- (a) Joint Stock (b) Joint Venture
(c) Joint e Bank Account (d) Co – ventures capital account
13. Joint venture account is a
- (a) Personal account (b) Real account
(c) Nominal account (d) None
14. The parties to joint venture are called
- (a) Co-ventures (b) Partners
(c) Principal and agent (d) Friends
15. When co-ventures initially contribute for a joint venture which account should be debited in case when separate set of books are maintained:
- (a) Purchases A/c (b) Joint ventures A/c
(c) Venture's Capital A/c (d) Joint Bank A/c

16. IASC Stands for
(a)International accounting standard committee (b)Indian accounting standard committee
(c)International accounting standard company (d)Indian accounting standard company
17. IASB Stands for
(a)Internal accounting standard Board (b)International accounting standard Board
(c)Indian accounting standard Board (d)None of the above
18. National advisory committee on accounting standard (NACAS) established in the year
(a)August 2001 (b)August 2002
(c)August 2003 (d)August 2004
19. The main aim of accounting standard is
(a)Standardize diverse accounting policies (b)Lower the accounting dissimilarities
(c)Ensuring the comparability of financial statement (d)All of the above
20. The global recognized set of standard for the preparation of financial statement by business entity used in multiple countries is termed as
(a)IFRS (b)ICAI
(c)ASB (d)IAS

21. Debenture qualifies the owner towards
(a) Company's voting rights.
(c) Fixed-rate interest.
- (b) Firm's profits share
(d) Fixed dividend.
22. Perpetual debentures are known as
(a) Unsecured debentures.
(c) Secured debentures.
- (b) Irredeemable debentures.
(d) None of the above
23. After redemption, the balance in the debenture sinking fund is transferable to
(a) Capital redemption reserve.
(c) Debentures a/c.
- (b) Sinking fund investment a/c.
(d) General reserve
24. It, at the time of admission, some profit and loss account balance appears in the books, it will be transferred to—
(a) Profit and loss adjustment A/c
(c) Old partner's capital account
- (b) Revaluation A/c
(d) All partners' capital accounts
25. When the balance sheet is prepared after the new partnership agreement, the assets and Liabilities are recorded at—
(a) Current figures
(c) Historical cost
- (b) Revalued figures
(d) Realisable value

26. Sacrificing ratio is used to distribute in case of admission of a partner.
- | | |
|-----------------------|---------------------------------------|
| (a)Reserves | (b)Goodwill |
| (c)Revaluation profit | (d)Balance in profit and loss account |
27. Interest on capital will be paid to the partners if provided for in the partnership deed but Only out of:
- | | |
|------------------------|-------------|
| (a)Profits | (b)Reserves |
| (c)Accumulated profits | (d)Goodwill |
28. Which one of the following items is not an appropriation out of profits?
- | | |
|----------------------------|-------------------------------|
| (a)Interest on capital | (b)Salary to a partner |
| (c)Commission to a partner | (d)Interest on partner's loan |
29. In what categories is Goodwill classified?
- | | |
|----------------------------|----------------------|
| (a)Self-Generated Goodwill | (b)Super Profit |
| (c)Purchased Goodwill | (d)None of the above |
30. In which conditions the goodwill is calculated by the weighted average method?
- | | |
|---------------------------------|---|
| (a)When profits are fluctuating | (b)When profits in a decreasing or increasing trend |
| (c)When profits are not equal | (d)When losses are decreasing |

31. The value of which asset is amortized over some time?
 (a)Tangible (b)Intangible
 (c)Current (d)All of the above
32. Debit the receiver & Credit the giver is _____ accounts
 (a)Personal (b)Real
 (c)Nominal (d)All of the above
33. A debit voucher is prepared when _____.
 (a)The goods are purchased in exchange for cash (b)The goods are sold on credit
 (c)A machine is sold on credit (d)All of the above

PART - B

(7 X 6 = 42)

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

34. (a) Difference between Management Accounting and Financial Accounting.

[OR]

- (b) State the objectives of Book-keeping.

35. (a) Journalize the following transaction and post them to ledger, and balance the Accounts.

2003 Jan 1 sham commenced business with Rs. 2, 00,000 in cash.
 3 He buys machinery of Rs. 1, 50,000 on account from Dhamesh.
 5 He buys furniture for Rs. 30,000 on account from Narain.
 8 He pays NarainRs. 29,000
 10 He pays DhameshRs. 30,000
 15 Cash Sales Rs. 50,000
 18 He sells goods tp Rajesh on credit Rs. 7,000
 30 Salary paid in cash Rs. 5,000
 30 Rent paid to landlord Rs. 4,000.

[OR]

- (b) Enter the following transactions in the simple column cash book of Thiru. Kannadasan in 1993.

April 1 Commenced business with cash	25,000
3 Cash purchases	12,000
5 Sold goods for cash	6,700
7 Paid Babu	4,000
10 Received cash from Chandran	1,500
16 paid into bank	3,000
17 paid wages	800
19 Bought furniture for cash	1,600
24 Sold goods for cash to kirubha	950
30 paid rent	1,000

36. (a) From the following balances of Sri Chandra Sekhar, prepare the Trial Balance as on 31-12-2008

Particulars	Rs.
Capital	1, 00,000
Debtors	29,000
Bills receivable	9,600
Bills Payable	8,000
Insurance	900
Salaries	3,000
Purchases	1, 50,000
Advertisement	1,100
Sales	1, 80,000
Returns outward	16,000
Carriage	6,000
Investments	10,400
Furniture	11,400
Interest realized	400
Creditors	12,000
Commission received	1,200
Drawings	10,000
Plant & Machinery	25,000
Salaries outstanding	2,400
Rent	1,600
Stock	50,000
Bank Overdraft	20,000
Return inward	20,000
Printing	2,000
Cash in hand	10,000

[OR]

- (b) On 31st Mar, 2004, the pass book of Mr. Vijay showed a credit balance of Rs. 9,250. A comparison of pass book and cash book revealed the following.

- (1) Cheque deposited but not yet cleared by 31st March, 2004, Rs. 1,500.
- (2) Cheque issued by Vijay but not presented for payment before 31st March 2004
Rs. 2,000
- (3) Bank commission not yet recorded in cash book Rs. 10
- (4) Interest on bonds collected b bank on behalf of Vijay, but not recorded in cash
Book Rs. 200. Prepare a bank reconciliation statement.
- (5) Insurance premium paid by bank on behalf of Vijay, but not recorded in cash

Book Rs. 200. Prepare a bank reconciliation statement

37. (a) State the differences between income and expenditure account and receipts and Payments account.

[OR]

- (b) Explain income and expenditure account.

38. (a) State the chief characteristics of a partnership.

[OR]

- (b) X and Y were partners in a business. Their profit sharing ratio was 4:1. On 1-4-90 Their capitals were X Rs.50, 000, Y Rs.40, 000. Their accounting year ends on 31-3-91.

Profit for the year was Rs.1, 75,000. Prepare Profit & Loss Appropriation A/c on the basis of the following information:

- (a) Interest on capital p.a, was 5%
- (b) Interest on X's loan a/c was Rs. 5,000
- (c) Drawing: X Rs. 15,000, Y Rs. 10,000, Interest on drawings is at 6%p.a.
- (d) Before sharing profit to partners, 10% must be transferred to reserve.

39. (a) What is the justification of revaluation of assets and liabilities at the time of Incoming of a new partner? Give journal entries relating to revaluation.

[OR]

- (b) Enumerate the various matters that need adjustments at the time of admission of any partner.

40. (a) Distinguish between retirement and death.

[OR]

- (b) C, D and E were partners of a firm sharing profits and losses in the ratio of 7:6:5. D wishes to retire and they decide to revalue the assets and liabilities, as given Below:

- i) To bring into books an unrecorded investment Rs.3, 000.
- ii) To write off Rs.1, 000 from creditors as it was no longer a liability.
- iii) To write down machinery by Rs.6, 000 and stock by Rs.3, 400. Prepare revaluation account.

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COURSE CODE

200323

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - Second Semester
BUSINESS ADMINISTRATION
PRINCIPLES OF MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The Practice of Management written by -----
(a) Peter F. Drucker
(c) Louis Allan
(b) Terry
(d) Henry Fayol
2. Management is what a manager does-----
(a) Peter F. Drucker
(c) Louis Allan
(b) Terry
(d) Henry Fayol
3. Management is the art and science of decision making and leadership-----
(a) Harnold Koontz
(c) Louis Allan
(b) Donald J. Clough
(d) Terry
4. F.W. Taylor is associated with -----
(a) Scientific management
(c) Modern management
(b) Future management
(d) Principles of Management
5. The chain of command from the highest authority to the lowest level in the organization is -----
(a) Unity of direction
(c) Centralization
(b) Unity of command
(d) Scalar chain

N-1552

6. Allotment of work to each worker on the basis of the capacity of an average worker functioning in the normal working condition is -----
(a) social task planning (b) scientific task planning
(c) not a planning (d) scientific organizing
7. The first and foremost function of management is -----
(a) planning (b) organizing
(c) controlling (d) coordination
8. Contingent plan to meet environmental pressures is -----
(a) objective (b) strategies
(c) policies (d) rules
9. Steps to be taken for selecting salespersons is an example of -----
(a) rules (b) procedures
(c) policy (d) methods
10. The heart of administration is the ----- function
(a) Directing (b) Organizing
(c) Controlling (d) Cooperating

11. The problem-solving process begins with
(a)clarification of the situation (b)establishment of alternatives
(c)identification of the difficulty (d)isolation of the cause
12. ----- represents the lower level management covering execution and implementation functions
(a)Administrative Management (b)Operative Management
(c)Co-operative Management (d)All of the above
13. Management deals with-----
(a)internal environment (b)external environment
(c)both internal and external environment (d)None of the above
14. ----- is about grouping of jobs
(a)organizing (b)directing
(c)planning (d)controlling
15. Management ----- in order to achieve the goals
(a)registers trademark (b)develop tactics
(c)formulates strategies (d)outsources operations

16. The problem-solving process begins with
(a)Clarification of the situation (b)establishment of alternatives
(c)identification of the difficulty (d)isolation of the cause
17. ----- represents the lower level management covering execution and implementation functions.
(a)Administrative Management (b)Operative Management
(c)Co-operative Management (d)All of the above
18. Formulation of MOST is done by:
(a)Workers (b)Managers
(c)Government (d)Trademark
19. The book “The Psychology of management” was published by
(a)William Gilbreth (b)Hendry Fayol
(c)F.W. Taylor (d)Robert Owen
20. Management ----- in order to achieve the goals.
(a)registers trademark (b)develops tactics
(c)formulates strategies (d)outsources operations

21. The technique of differential piece rate system was developed by Taylor in order to
(a)Discriminate between efficient and inefficient workers (b)Reward the efficient worker
(c)Motivate the inefficient workers to perform better (d)All of the above
22. The concept of Work Study techniques includes
(a)Time study (b)Motion study
(c)Fatigue study (d)All of the above
23. 'Rule of thumb' refers to
(a)Use of personal judgement in handling management issues (b)Adopting a hit-and-trial approach to resolve management problems
(c)Both of the above (d)None of the above
24. Horizontal co-ordination takes place-----
(a)upwards (b)downwards
(c)sideways (d)any of the above
25. ----- is a tool for corporate governance
(a)Training (b)Recruitment
(c)Communication (d)Consulting

26. Positive motivation makes people willing to do their work in the best way they can and improve their -----
(a)Productivity (b)Personality
(c)Performance (d)All the above
27. The principle 'Unity of Direction' ensures
(a)Unity of action (b)Coordination
(c)Both a and b (d)None of these
28. Control system of an organisation has no influence over the -----
(a)internal environment (b)external environment
(c)customers (d)government
29. Who is the father of Total Quality Management (TQM)?
(a)Edward Deming (b)Joseph Juran
(c)Philip Crosby (d)Kaoru Ishikawa
30. Strategic planning is -----
(a)long term planning (b)medium term planning
(c)short term planning (d)annual planning

31. The assumptions about future derived from forecasting and used in planning are known as -----
 (a)planning premises (b)freehold premises
 (c)business premises (d)corporate premises
32. A chronological sequence of steps to be undertaken to enforce a policy and to attain an objective is known as -----

 (a)Objective (b)strategies
 (c)procedures (d)rules
33. A rigid plan, no scope for discretion-----
 (a)rule (b)schedules
 (c)procedures (d)budgets

PART - B

(7 X 6 = 42)

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

34. (a) Explain the importance of Management
 [OR]
 (b) Describe the Factors responsible for slow development of Management Thought
35. (a) Discuss the Steps involved in planning process
 [OR]
 (b) Explain the Principles of Organization
36. (a) Distinguish between Delegation and Decentralisation
 [OR]
 (b) Explain the different styles of leadership
37. (a) Discuss the Principles of Direction
 [OR]
 (b) Explain the Need and Objectives of Controlling
38. (a) Describe any four quantitative techniques used for management decision-making
 [OR]
 (b) Discuss the Advantages and disadvantages of departmentation by customers
39. (a) Explain the Importance of Motivation
 [OR]
 (b) Explain the different barriers to Communication
40. (a) Discuss the technique for achieving Co-ordination.
 [OR]
 (b) Describe the Symptoms of an inadequate MIS design

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
First Year - Second Semester
BUSINESS ADMINISTRATION
COST ACCOUNTING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Cost accounting started as a branch of
 - (a) financial accounting
 - (b) Management accounting
 - (c) corporate accounting
 - (d) Vedic accounting
2. _____ is the objective of cost accounting.
 - (a) Controlling cost
 - (b) Ascertaining costing profit
 - (c) Determining selling price
 - (d) All of the above
3. Costing refers to the techniques and processes of _____
 - (a) ascertainment of costs.
 - (b) allocation of costs.
 - (c) apportion of costs.
 - (d) distribution of costs.
4. A document which is a classified record of material issues, returns and transfers
 - (a) Materials Requisition Note
 - (b) Materials Return Note
 - (c) Materials Transfer Note
 - (d) Materials Issue Analysis Sheet
5. Effective purchase control prevents wastage and losses of material right from the purchase from their
 - (a) Consumption
 - (b) Wastage
 - (c) Storage
 - (d) None

6.is an important element in purchase procedure.
- (a)Time (b)Demand
(c)Recording (d)None of the above
7. Under the piece rate system wages are paid at a _____.
- (a)Time Rate (b)Fixed Rate Unit
(c)Standard time (d)None of the above
8. Under _____ bonus is paid to the workers on the basis of time saved.
- (a)Time Rate (b)Halsey Plan
(c)Piece Rate (d)None of the above
9. Which of the following is a valid classification of the salary paid to the foreman in charge of the packing department?
- (a)Indirect departmental cost (b)Direct product cost
(c)Direct departmental cost (d)Service department cost.
10. An overhead absorption rate is used to:
- (a)Share out common costs over benefiting cost centers (b)Find the total overheads for a cost centre
(c)Charge overheads to products (d)Control overheads

11. Material, Labour and Expenses are the three important..... of cost.

- | | |
|---------------|-------------|
| (a)Methods | (b)Elements |
| (c)Techniques | (d)Process |

12. The expenses which cannot be directly identified with a particular unit or cost centre is known as

- | | |
|----------------------|----------------------|
| (a)Indirect Labour | (b)Indirect material |
| (c)Indirect expenses | (d)Direct expenses |

13. The cost that remains unchanged in spite of change in volume of production is known as.....

- | | |
|-----------------------|------------------|
| (a)Fixed cost | (b)Variable cost |
| (c)Semi-variable cost | (d)Direct Cost |

14. Abnormal Loss is equal to

- | | |
|----------------------------------|----------------------------------|
| (a)Input – Actual Output | (b)Actual Output – Normal Output |
| (c)Normal Output – Actual Output | (d)Actual Output – Input |

15. Material losses due to abnormal reasons should be transferred to.....

- | | |
|----------------------------|------------------------------------|
| (a)Profit and loss account | (b)Costing Profit and Loss Account |
| (c)Trading Account | (d)None of these |

16. The requirements of a particular job are known as

- | | |
|--------------------|-----------------------|
| (a)Job description | (b)Job specifications |
| (c)Job evaluation | (d)Both A & B |

17. Joint Costs are allocated according to sales value of individual products under

- | | |
|------------------------|-----------------------------|
| (a)Market Value Method | (b)Average Unit Cost Method |
| (c)Survey Method | (d)Physical Unit Method |

18. Basis of apportionment of stores service expenses is

- | | |
|--------------------------------|-------------------------------|
| (a)Value of materials consumed | (b)Units of material consumed |
| (c)Products produced | (d)None of these |

19.is the consolidated summary of the various functional budgets

- | | |
|-----------------------|-----------------|
| (a)Master Budget | (b)Sales budget |
| (c)Performance budget | (d)Cash Budget |

20. Contract costing is usually applicable in

- | | |
|-------------------------|------------------------|
| (a)Constructional Works | (b)Textile Mills |
| (c)Cement Industries | (d)Chemical Industries |

21. In contract costing payment of cash to the contractor is made on the basis of

- | | |
|---------------------|--------------------|
| (a)Uncertified work | (b)Certified work |
| (c)Work in progress | (d)Retention Money |

22. Cost – Plus –Contract are undertaken for production ofproducts

- | | |
|--------------|-----------------------|
| (a)SSI | (b)Small |
| (c)Low value | (d)Highly specialized |

23. Budget is prepared for a...

- | | |
|-----------------------|--------------------|
| (a)Indefinite period | (b)Definite period |
| (c)Period of one year | (d)six months |

24. A budget is tool which helps the management in planning and control of...

- | | |
|----------------------------|--------------------------|
| (a)All business activities | (b)Production activities |
| (c)Purchase activities | (d)Sales activities |

25. A flexible budget is prepared to allow:

- | | |
|--|---|
| (a)Actual and budgeted results to be compared at almost any level of activity. | (b)Flexibility in determining standard costs. |
| (c)Costs and revenues to be compared at a particular level of activity only. | (d)Management discretion and flexibility. |

26. It is not possible to measure labour productivity by comparing _____
- (a)Standard time with actual time
(b)Total output with total wage
(c)Total person-hours with the total output
(d)None of the above
27. A company maintains a _____ to avoid stopping production due to the shortage of material.
- (a)Minimum stock level
(b)Reorder level
(c)Maximum stock level
(d)None of the above
28. The discarded materials that have zero value are called _____
- (a)Scrap
(b)Waste
(c)Spoilage
(d)None of the above
29. The basic standard within the Standard Costing process is established for _____
- (a)A long period
(b)The current period
(c)The short period
(d)An indefinite period
30. The costing method where fixed factory overheads are added to inventory is called _____.
- (a)Activity-based costing
(b)Absorption costing
(c)Marginal costing
(d)All of the above

31. Which of the following techniques of costing differentiates between fixed and variable costs?

- (a) Marginal costing
- (b) Standard costing
- (c) Absorption costing
- (d) None of the above

32. In the reconciliation statement, _____

- (a) The expenses shown only in the financial accounts are added to the financial profits
- (b) The expenses shown only in the financial accounts are deducted from the financial profits
- (c) The expenses shown only in the financial accounts do not affect the financial profits
- (d) The expenses shown only in the financial accounts are deducted from the costing profits

33. There are various methods to reduce cost of production, except

- (a) Increase in production output
- (b) Reduction in number of rejections
- (c) Maintaining maximum inventory levels
- (d) Producing standardized products

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the limitations of cost accounting.

[OR]

(b) Manufacturer buys certain equipment from outside suppliers at Rs. 30 per unit. Total annual needs are 80,000 units. The following further data are available:

Annual return on investment	10%
Rent, insurance, taxes per unit per year	Rs.13
Cost of placing an order	Rs. 100

Determine the economic order quantity.

35. (a) Distinguish between direct and indirect labour and give examples.

[OR]

(b) An analysis of the time card of worker on a machine shows that of the total 85 hours, he worked 80 hours (including 4 hours overtime) on production and that 5 hours was idle time due to machine breakdown.

The rate of worker is Re. 0.50 per hour; but overtime is paid at 100% extra. You are required to allocate the total wages paid to the worker between 'Direct' and 'Indirect' labours.

36. (a) A company has three production departments and two service departments. For the period ended 31st Dec. 2013, the departmental distribution summary has the following totals:

Production Departments	Rs.
P ₁	3,200
P ₂	2,800
P ₃	2,000
Service Departments	Rs.
S ₁	800
S ₂	1,200
	10,000

The service departments' costs are proposed to be charged on percentage basis as given below:

	P ₁	P ₂	P ₃	S ₁	S ₂
S ₁	20%	40%	30%	-	10%
S ₂	40%	20%	20%	20%	-

You are required to show the apportionment of service departments overheads by simultaneous equation method.

[OR]

- (b) Explain the procedure of reconciling the profits as shown by cost and financial accounts.

37. (a) the accounts of Pleasant Company Ltd., show the following details for the year 2013:

	Rs.
Material	3, 50,000
Labour	2, 70,000
Factory overheads	81,000
Administration overheads	56,080

It is estimated that Rs. 1,000 for materials and Rs. 700 for labour will be required for one unit of the finished product for quotation purpose.

Absorb factory overheads on the basis of labour and administrative overheads on the basis of works cost. A profit of 12.5% on selling price is required on quotation.

- (a) Prepare a cost sheet, and

- (b) Prepare a statement showing selling price per unit of the finished Product.

[OR]

(b) The Cost records show the following cost of producing 600 units of a product in process X:

	Rs.
Materials	12,000
Labour	4,500
Overheads	1,500

The normal wastage is 10% of the units and this wastage can be sold in the market at Rs.15 per unit. The actual production was 570 units. Prepare process 'X' account, abnormal effectiveness account and normal loss account.

38. (a) Discuss the justification of inter-process profits. How such profits are deal with in process accounts?

[OR]

(b) Distinguish between job costing and contract costing.

39. (a) what is standard costing? Distinguish between standard costing and budgetary control.

[OR]

(b) The expenses budgeted for productions of 10,000 units in a factory are furnished below.

	<u>Rs Per unit</u>
Materials	70
<u>Labour</u>	25
Variable overheads	20
Fixed overheads (Rs1, 00,000)	10
Variable expenses (direct)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Administration expenses (50,000)	<u>5</u>
Total	<u>155</u>

Prepare a budget for the production of (a) 8,000 units, and (b) 6,000 units.
Assume that administration expenses are rigid for all levels of production.

40. (a) Define B.E.P. State the procedures of preparing Break-even chart.

[OR]

(b) State the importance and merits of cost ledger Accounting.

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COURSE CODE

200331

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
ORGANIZATIONAL BEHAVIOUR
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Organizational Behaviour primarily studies
 - (a) Individual performance
 - (b) Group dynamics
 - (c) Organizational structures
 - (d) All of the above
2. The global scenario in Organizational Behaviour emphasizes_____.
 - (a) Local market trends
 - (b) Cultural diversity
 - (c) Economic policies
 - (d) Political stability
3. Personality development is influenced by_____.
 - (a) Work experience
 - (b) Educational background
 - (c) Family environment
 - (d) All of the above
4. Dimensions of attitude include:
 - (a) Cognitive, affective, and behavioral
 - (b) Past, present, and future
 - (c) Individual, group, and organizational
 - (d) Short-term, medium-term, and long-term
5. Perception in Organizational Behaviour refers to:
 - (a) Financial analysis
 - (b) The process of interpreting information
 - (c) A marketing strategy
 - (d) Product design

N-1554

6. Learning in an organizational context is:
- (a) A one-time event
 - (b) An ongoing process
 - (c) Only formal education
 - (d) Unnecessary for experienced employees
7. Formal organizations differ from informal groups in that formal organizations:
- (a) Have a structured hierarchy
 - (b) Are based on personal relationships
 - (c) Operate without rules
 - (d) Lack a clear purpose
8. Group cohesiveness refers to:
- (a) The physical proximity of group members
 - (b) The extent to which group members are attracted to each other and motivated to stay in the group
 - (c) The number of people in a group
 - (d) The diversity of skills within a group
9. Teamwork is essential in organizations because it:
- (a) Allows for individual recognition
 - (b) Facilitates the sharing of resources
 - (c) Enables the delegation of tasks
 - (d) Encourages innovation and creativity
10. Group cohesiveness is important because it:
- (a) Ensures that group members are from diverse backgrounds
 - (b) Leads to higher group productivity and member satisfaction
 - (c) Allows for easier management of the group
 - (d) Reduces the need for supervision

11. Power in an organization is:
- (a)The ability to control resources
 - (b)A form of organizational structure
 - (c)Related to financial management
 - (d)The outcome of successful marketing
12. Organizational politics can impact:
- (a)Employee morale
 - (b)Decision-making processes
 - (c)Organizational culture
 - (d)All of the above
13. Effective use of power in an organization leads to:
- (a)Increased competition
 - (b)Decreased productivity
 - (c)Improved organizational performance
 - (d)Higher employee turnover
14. Strategies to use power effectively involve:
- (a)Building alliances
 - (b)Enhancing one's own power base
 - (c)Using power for personal gain
 - (d)A and B
15. Organizational stress can be caused by:
- (a)Long working hours
 - (b)Job insecurity
 - (c)Role conflict
 - (d)All of the above

16. Constructive conflict in an organization:
- (a) Is always detrimental
 - (b) Can lead to innovation and improvement
 - (c) Should be avoided at all costs
 - (d) Is unrelated to organizational performance
17. Destructive conflicts in an organization are characterized by:
- (a) Personal animosities
 - (b) Miscommunication
 - (c) Disruption of work
 - (d) All of the above
18. Strategies for resolving destructive conflict include:
- (a) Avoidance
 - (b) Competition
 - (c) Collaboration
 - (d) All of the above
19. Organizational effectiveness can be measured by:
- (a) Employee satisfaction
 - (b) Customer loyalty
 - (c) Achievement of goals
 - (d) All of the above
20. Approaches to achieving organizational excellence include:
- (a) Benchmarking
 - (b) Total Quality Management (TQM)
 - (c) Six Sigma
 - (d) All of the above

21. Organizational culture is:
- (a)The formal structure of an organization
 - (b)The shared values and beliefs that influence behavior
 - (c)The documented policies and procedures
 - (d)The legal framework governing the organization
22. Implications of organizational climate on behavior include:
- (a)Shaping employee attitudes
 - (b)Influencing job satisfaction
 - (c)Affecting motivation and commitment
 - (d)All of the above
23. Causes of organizational change include:
- (a)Technological advancements
 - (b)Market fluctuations
 - (c)Internal restructuring
 - (d)All of the above
24. .Work stressors include:
- (a)Role ambiguity
 - (b)Lack of resources
 - (c)Inadequate leadership
 - (d)All of the above
25. Work-life balance is important because it:
- (a)Increases work hours
 - (b)Reduces job satisfaction
 - (c)Improves overall well-being
 - (d)Decreases productivity

26. Balancing work and life can lead to:
- (a) Higher absenteeism
 - (b) Increased turnover
 - (c) Better employee engagement
 - (d) Reduced innovation
27. OD interventions are aimed at _____.
- (a) Maintaining the status quo
 - (b) Improving organizational effectiveness
 - (c) Reducing employee participation
 - (d) Increasing bureaucracy
28. The scope of OD encompasses:
- (a) Only top management
 - (b) Only the HR department
 - (c) The entire organization
 - (d) External stakeholders only
29. Organizational commitment is:
- (a) A financial strategy
 - (b) An employee's loyalty to the organization
 - (c) A management structure
 - (d) A marketing campaign
30. Motivation is important in an organization because it:
- (a) Reduces costs
 - (b) Increases employee satisfaction
 - (c) Enhances productivity
 - (d) Simplifies management

31. The importance of teams in an organization is to:
 (a) Reduce individual workload (b) Enhance competition among employees
 (c) Improve collaboration and achieve common goals (d) Simplify organizational structure
32. Group dynamics can be defined as:
 (a) The study of group leadership (b) The processes involved in the formation and functioning of a group
 (c) The statistical analysis of group data (d) The organizational policies that govern groups
33. Types of power in an organization include:
 (a) Coercive and reward (b) Political and social
 (c) Economic and legal (d) Technical and creative

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the various disciplines contributing to Organisation Behaviour.
 [OR]
 (b) Enumerate the different methods of measurement of attitude.
35. (a) Elaborately explain the determinants of Perception.
 [OR]
 (b) Discuss the theories of group formation.
36. (a) Explain the significance of group dynamics.
 [OR]
 (b) Explain the factors determining the acquisition of power.
37. (a) Enumerate the determinants of Organisational Politics.
 [OR]
 (b) Define stress. Explain the nature of Stress.
38. (a) Interpret the various strategies for resolving destructive conflict.
 [OR]
 (b) Summarize the factors determining Organisational Effectiveness.
39. (a) Summarize the functions of Organisational Culture.
 [OR]
 (b) Explain the factors influencing organisational change.
40. (a) Discuss the measures to prevent and manage stress in an organisation.
 [OR]
 (b) Narrate the various steps involved in the process of organisation development.

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COURSE CODE

200332

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
BUSINESS STATISTICS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following is a limitation of statistics?

(a) It quantifies phenomena

(b) It requires numerical data

(c) It can be misused to misrepresent facts

(d) It is used in economic planning

2. A pictogram is a type of:

(a) Tabular presentation

(b) Textual presentation

(c) Diagrammatic presentation

(d) Data condensation method

3. Raw data is best described as:

(a) Data that has been processed

(b) Data in its original form

(c) Data collected from secondary sources

(d) Data that is not numerical

4. A frequency polygon is a graphical representation of:

(a) The mean of a dataset

(b) The median of a dataset

(c) The mode of a dataset

(d) The distribution of a dataset

5. The geometric mean is particularly useful when:

(a) Dealing with nominal data

(b) Dealing with data that varies widely

(c) Dealing with rates and percentages

(d) Dealing with ordinal data

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6. The modes are the:
- (a)Least occurring value in a dataset
 - (b)Highest value in a dataset
 - (c)Average of all values in a dataset
 - (d)Most frequently occurring value in a dataset
7. Which of the following is a measure of dispersion?
- (a)Mean
 - (b)Median
 - (c)Range
 - (d)Mode
8. Quartile deviation is also known as:
- (a)Range
 - (b)Mean deviation
 - (c)Interquartile range
 - (d)Variance
9. Moments in statistics are used to:
- (a)Measure central tendency
 - (b)Measure dispersion
 - (c)Describe the shape of a distribution
 - (d)Determine the correlation between variables
10. Kurtosis is a measure of:
- (a)The peakedness or flatness of a distribution
 - (b)The asymmetry of a distribution
 - (c)The variability of a distribution
 - (d)The central tendency of a distribution

11. Pearson's correlation coefficient measures:

- (a) The strength of a non-linear relationship
- (c) The difference between two means

- (b) The strength and direction of a linear relationship
- (d) The association between categorical variables

12. A correlation coefficient of zero indicates:

- (a) A perfect positive relationship
- (c) No linear relationship

- (b) A perfect negative relationship
- (d) A strong non-linear relationship

13. The regression equation of Y on X is used to:

- (a) Predict the value of Y given X
- (c) Calculate the correlation coefficient

- (b) Predict the value of X given Y
- (d) Determine the strength of a relationship

14. The properties of the correlation coefficient include all of the following except:

- (a) It ranges from -1 to +1
- (c) It can be used for categorical data

- (b) It is not affected by changes in the scale of measurement
- (d) It indicates the direction and strength of a linear relationship

15. Problems in the construction of index numbers include:

- (a) Selection of the base period
- (c) Use of appropriate weights

- (b) Choice of items to include
- (d) All of the above

16. The limitations of index numbers include:

- (a) They can be used to compare different time periods
- (b) They may not reflect quality changes
- (c) They provide a precise measure of inflation
- (d) They are easy to understand

17. Components of time series include:

- (a) Trend
- (b) Seasonal variation
- (c) Cyclical variation
- (d) All of the above

18. Deseasonalisation of data is done to:

- (a) Remove the effect of seasonal variation
- (b) Enhance the seasonal effect
- (c) Calculate the seasonal indices
- (d) Forecast seasonal trends

19. Random sampling is important because it:

- (a) Ensures that every member has an equal chance of being selected
- (b) Is easier to perform than other sampling methods
- (c) Eliminates all forms of bias
- (d) Requires a smaller sample size

20. A two-tailed test is used when:

- (a) The direction of the effect is not specified
- (b) The sample size is too large
- (c) Only positive outcomes are expected
- (d) The data is non-parametric

21. What is the null hypothesis symbolically represented as?

(a) H_0

(b) H_1

(c) H_α

(d) H_β

22. When comparing the proportion of two populations, what assumption must be met for the test to be valid?

(a)Populations are dependent

(b)Sample sizes are small

(c)Samples are drawn from normally distributed populations

(d)Variances of populations are equal

23. What is the primary purpose of the Chi-Square test?

(a)To compare means

(b)To test independence

(c)To estimate variance

(d)To predict outcomes

24. What does a significant Chi-Square test result indicate in a test for independence?

(a)Variables are correlated

(b)Variables are independent

(c)No relationship exists between variables

(d)The sample size is too small

25. Which theorem provides the foundation for the probability of the union of two events?

(a)Bayes' Theorem

(b)Central Limit Theorem

(c)Addition Theorem

(d)Multiplication Theorem

26. Bayes' Theorem is particularly useful for which type of probability?

- | | |
|-----------------|-----------------|
| (a) Marginal | (b) Joint |
| (c) Conditional | (d) Independent |

27. What is a random variable?

- | | |
|---|--|
| (a) A variable that is constant | (b) A variable whose value is determined by chance |
| (c) A variable that can take on any value | (d) A variable that is predictable |

28. What does the '68-95-99.7' rule relate to in the context of probability distributions?

- | | |
|---|---|
| (a) The expected value of a distribution | (b) The variance of a distribution |
| (c) The percentages of data within one, two, and three standard deviations of the mean in a normal distribution | (d) The probability of success in a binomial distribution |

29. The median is the value that:

- | | |
|--|---|
| (a) Occurs most frequently in a dataset | (b) Is the difference between the highest and lowest values |
| (c) Divides a dataset into two equal parts | (d) Represents the average value of a dataset |

30. The coefficient of variation is used to:

- | | |
|--|---|
| (a) Measure central tendency | (b) Determine the shape of the distribution |
| (c) Compare variability between different datasets | (d) Calculate the mean deviation |

31. Skewness is a measure of:

- (a) Variability (b) Central tendency
(c) Asymmetry in a distribution (d) Peakness of a distribution

32. A scatter diagram is used to:

- (a) Show the relationship between two quantitative variables (b) Represent data over time
(c) Display the frequency of data (d) Illustrate the central tendency of data

33. Curve fitting by the method of least squares is a technique used to:

- (a) Find the line that best fits the data (b) Measure the central tendency of data
(c) Assess the dispersion of data (d) Calculate the correlation coefficient

PART - B

(7 X 6 = 42)

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

34. (a) Analyse the importance and scope of statistics.

[OR]

(b) From the following information, draw a less than and more than ogive curve.

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Frequency	6	9	5	3	8	6	14	10	7	3

35. (a) Determine median from the following data: 25, 20, 15, 45, 18, 7, 10, 38, 12 In a class of 100 students, 20 have failed and their average of marks is 5. The total marks secured by the entire class were 562. Find the average marks of those who have passed.

[OR]

(b) Give a detained account on standard deviation.

36. (a) From the following table calculate the Karl – Pearson’s coefficient of Skewness.

Daily Wages	150	200	250	300	350	400	450
No of People	3	25	18	16	4	5	6

[OR]

(b) Distinguish between Karl Pearson’s coefficient and Spearman’s correlation coefficient.

37. (a) Using the following information you are requested to (i) obtain the linear regression of Y on X (ii) Estimate the level of defective parts delivered when inspection expenditure amounts to Rs.28,000 $\Sigma X=424$, $\Sigma Y=363$, $\Sigma X^2=21926$, $\Sigma Y^2=15123$, $\Sigma XY=12815$, $N=10$. Here X is the expenditure on inspection, Y is the defective parts delivered.

[OR]

(b) Calculate Fisher's ideal index method for the following data

Commodity	2011		2012	
	Price	Quantity	Price	Quantity
A	2	7	3	5
B	5	11	6	10
C	3	14	5	11
D	4	16	4	18

38. (a) Explain the components of time series.

[OR]

(b) A set of 100 students is selected randomly from an institution. The mean height of these students is 163 cms and the standard deviation is 10 cms. Calculate the value of the test statistic under $H_0: \mu = 167$.

39. (a) Describe the procedure for testing hypotheses concerning equality of means of two populations, assuming that the population variances are unknown.

[OR]

(b) Write the model ANOVA table for one way classification.

40. (a) If 20% of the bottles produced by machine are defective, determine the probability that out of 4 bottles (i) 0, (ii) 1, (iii) at most 2 bottles will be defective.

[OR]

(b) Define Binomial distribution? What are the main characteristics of binomial distribution?

N-1555

N-1556

COURSE CODE

200333

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
BANKING THEORY
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

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

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6. ATM password to be shared only with

(a)Spouse

(c)Obedient daughter

(b)Obedient son

(d)None of above

7. Nomination can be done in

(a)Savings Bank account

(c)Fixed Deposit account

(b)Recurring Deposit account

(d)All of above

8. Who is the present Governor of RBI?

(a)K.C. Chakrabarty

(c)Raghuram Rajan

(b)D K Mittal

(d)Shaktikanta Das

9. Interest on FDRs is compounded on

(a)Monthly basis

(c)Half yearly basis

(b)Quarterly basis

(d)Yearly basis

10. Minimum age required to open SB account in the bank

(a)8 years

(c)12 years

(b)10 years

(d)None of above

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11. Bank does not provide loans for

- (a) Crop loans
- (c) Home loans

- (b) Education loans
- (d) Drinking & Gambling

12. KYC means

- (a) Know your customer
- (c) Both of above

- (b) Know your character
- (d) None of above

13. Loans from money lenders are

- (a) With High rate of interest
- (c) No transparency

- (b) No proper accounting
- (d) All of above

14. ATM means

- (a) Any Time Money
- (c) Automated Teller Machine

- (b) Auto Truck of Mahindra
- (d) None of above

15. Timely repayment of loans results

- (a) Good reputation
- (c) Easily availability of loan in future

- (b) No tension
- (d) All of above

16. Defaulter of loan means

- (a)Not paying loan instalments
- (c)Illegal activities

- (b)Bad reputation
- (d)None of above

17. Life insurance means

- (a)Insurance of human
- (c)Insurance of Life of Machines

- (b)Insurance of life of human and Cattle
- (d)All of above

18. General Insurance relates to insurance against

- (a)Fire
- (c)Burglary

- (b)Theft
- (d)All of above

19. Aadhaar is

- (a)12 digit number card
- (c)Both (a) & (b)

- (b)Identity proof issued by UIDAI
- (d)None of above

20. E or S means

- (a)East or South zone
- (c)Either or Survivor

- (b)Easy and Swift
- (d)None of above

21. Which is prohibited for writing on currency notes?

- (a) Political message
- (c) Personal message

- (b) Religious message
- (d) All of above

22. PPF means

- (a) Pension Planning Funds
- (c) Public Provident Fund

- (b) Person having Pension Facilities
- (d) Permanent Practitioner's Forum

23. Highest denomination of currency notes issued by RBI is

- (a) Rs.100/-
- (c) Rs.1, 000/-

- (b) Rs.500/-
- (d) Rs.10, 000/-

24. NRI means

- (a) Non Rural Individuals
- (c) Non Resident Indian

- (b) Non Rural Immigrants
- (d) None of above

25. PAN means

- (a) A kind of utensil
- (c) Permanent Account Number

- (b) Primary Account Number
- (d) None of above

26. Who is the present Chairman of State Bank of India?

(a)Arundhati Bhattacharya

(c)Pratip Chaudhuri

(b)O.P. Bhatt

(d)Shri Challa Sreenivasula Setty

27. Bank provides loans for

(a)Home

(c)Education

(b)Car

(d)All of above

28. Which currency note has security thread?

(a)Rs.50/-

(c)Rs.500/-

(b)Rs.100/-

(d)All of above

29. The safest place for keeping money

(a)A pit dug in the ground

(c)Bank

(b)An iron box

(d)Money lender

30. Gold and silver ornaments should be kept in bank lockers

(a)It is safe

(c)Both (a) & (b)

(b)No risk of theft

(d)None of above

31. Currency notes are issued by

- | | |
|-------------------------|------------------------|
| (a) RBI | (b) NABARD |
| (c) Public sector banks | (d) Central Government |

32. Coins are issued by

- | | |
|-------------------------|-------------------------|
| (a) Government of India | (b) NABARD |
| (c) Public sector banks | (d) State Bank of India |

33. Bank Pass Book is

- | | |
|------------------------------|--|
| (a) Issued by Bank | (b) Contains transaction details of Bank account |
| (c) Shows balance in account | (d) All of above |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the functions of commercial Bank.

[OR]

(b) State the advantages and disadvantages of Branch Banking.

35. (a) Discuss Ready Forward and Money Market Mutual Funds in detail

[OR]

(b) Explain the different approaches to the supply of money.

36. (a) Elaborate the significance of foreign exchange.

[OR]

(b) Briefly discuss the general relationship between a banker and a customer.

37. (a) Discuss the functions of NABARD.

[OR]

(b) Examine the role of the State Bank of India in the field of export credit.

38. (a) What are the major recommendations of the high power committee on urban cooperatives?

[OR]

(b) What are the major functions of private sector banks in India?

39. (a) Explain the procedure of applying for a Fixed Deposit in a bank?

[OR]

(b) Describe the features of private sector Banks.

40. (a) Mention some of the recent developments in the field of banking.

[OR]

(b) Describe the function of Reserve Bank of India.

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Third Semester
BUSINESS ADMINISTRATION
BANKING LAW AND PRACTICE – I
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which of the following best describes the relationship between a banker and a customer?

(a)The banker is always the creditor and the customer is always the debtor.	(b)The banker is always the debtor and the customer is always the creditor.
(c)The relationship between a banker and a customer can be both creditor-debtor and debtor-creditor, depending on the situation.	(d)The relationship between a banker and a customer is not related to credit or debt.

2. 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

3. BCOBS Means _____

(a)Banking Code of Business Software	(b)Banking Code of Bank Sourcebook
(c)Business Code of Business Sourcebook	(d)Banking Conduct of Business Sourcebook

4. _____ primary obligations of a banker.

(a)To honor the customer's cheques.	(b)To disclose the customer's account details.
(c)To ignore the customer's instructions.	(d)Online Payment

5. _____ is solely the right of the banker

(a)Right of set-off	(b)Automatic right of set off
(c)Right of Appropriation	(d)Right to charge interest

6. ____ lien refers to the right to retain goods and securities of a particular debt but in respect of the general balance that is due by the owner of the goods and securities, to the individual who is in possession of the goods.

- (a)Particular
- (c)Equitable

- (b)General
- (d)Maritime

7. A drawer in the bill of exchange can also be a _____.

- (a)Paymaster
- (c)Banker

- (b)Payee
- (d)Creditor

8. Who is primarily liable on a promissory note?

- (a)Holder
- (c)Drawee

- (b)Maker
- (d)Endorser

9. _____ is either payable on demand, or after a specified term

- (a)Trade Bill
- (c)Due date of bill

- (b)Accommodation Bill
- (d)Bill of Exchange

10. ____ is bill of exchange is dishonored.

- (a)Protesting
- (c)Noting

- (b)Due date of bill
- (d)Trade Bill

11. Who can file a criminal case against the drawer of a dishonored cheque?

- | | |
|----------------------|-----------------------------|
| (a)The payee | (b)The holder in due course |
| (c)Both of the above | (d)The paying banker |

12. _____enjoys certain privileges under the Negotiable instruments Act.

- | | |
|-------------------------|-------------------------|
| (a)Holder of the cheque | (b)Holder in due course |
| (c)Holder for value | (d)Drawer of the cheque |

13. MICR technology used for clearance of cheques by banks refers to ____.

- | | |
|---------------------------------------|---------------------------------------|
| (a)Magnetic Ink Character Recognition | (b)Magnetic Ink Company Recognition |
| (c)Magnetic Ink Cross Recognition | (d)Magnetic Ink Community Recognition |

14. Negotiable Instrument Act, ____?

- | | |
|---------|---------|
| (a)1956 | (b)1888 |
| (c)1881 | (d)1992 |

15. A collecting banker must act as an _____ of the customer in order to get protection.

- | | |
|-----------|--------------|
| (a)Seller | (b)Buyer |
| (c)Agent | (d)Lead Bank |

16. Before honoring any cheque the paying banker must find out whether the cheque is open or _____

(a)Closed

(b)Crossed

(c)Signed

(d)Endorsement

17. NRI refer to?

(a)Non-Research Indian

(b)Non-Resident Indian

(c)New-Resident Indian

(d)New-Regional Indian

18. A minor is a person who has not attained ___ years of age

(a)21

(b)16

(c)24

(d)18

19. The business of the Joint Hindu Family is controlled and managed by one person who is called _____

(a)MD

(b)CEO

(c)Karma

(d)Karta

20. There are many situations where a group of individuals come together to further a common aim or interest such as_____.

(a)Clubs

(b)Partnership

(c)Trusts

(d)JHF

N-1557

21. _____ Account is an account that allows investors to hold their shares in an electronic form.

(a) Savings

(b) Fixed

(c) Demat

(d) Current

22. Overdraft facility will be available for _____ account.

(a) Savings

(b) Fixed

(c) Demat

(d) Current

23. Banks accept this arrangement if account holder authorizes his/her representative as power of _____.

(a) Signature

(b) Depositor

(c) Attorney

(d) Cheques

24. _____ is a copy of the account of the customer as it appears in the bank's books.

(a) Balance sheet

(b) Cash Book

(c) Cheques

(d) Pass Book

25. All you need to do is, select the currency in which the remittance is intended to be received, fill in your ___-digit current account number and brief details of remittance and forward the wire transfer instructions to your overseas business partner in getting the remittance.

(a) 12

(b) 10

(c) 14

(d) 08

N-1557

26. _____ is an agreement between three parties viz. the bank, the beneficiary, and the applicant.

- (a) Bank Locker
- (c) Letter of Credit

- (b) Bank Guarantee
- (d) KYC

27. When financial institutions and banks undertake activities related to banking like investment, issue of debit and credit card etc then it is known as _____

- (a) Internet banking
- (c) Virtual Banking

- (b) Universal banking
- (d) Wholesale banking

28. Expand 'ECS'

- (a) Electronic Clearing System.
- (c) Electronic Cross Systems.

- (b) Electronic Centered System.
- (d) Electronic Conversion Systems.

29. When does the relationship between a banker and a customer terminate?

- (a) When the customer withdraws all their money.
- (c) When either party gives notice to the other

- (b) When the bank closes down.
- (d) The relationship never terminates.

30. Dishonour of cheque by a banker without any justifiable reason is called

- (a) Valid dishonour of cheques
- (c) Negligence dishonour of cheques

- (b) Unmindful dishonour of cheques
- (d) Wrongful dishonour of cheques

31. _____ 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)Hypothecation
(c)Mortgage (d)Assignment
32. In a bill of exchange, drawee is the person.
- (a)who draws the bill (b)on whom the bill is drawn
(c)to whom the payment of the bill is to be made (d)to whom the payment of the bill is not to be made
33. when the promissory note or bill of exchange has been dishonoured by non- acceptance or non-payment, the holder may, within a reasonable time, cause such dishonour to be noted and certified by a notary public. Such certificate is called a protest is under the section of _____.
- (a)101 (b)102
(c)100 (d)87

PART - B

(7 X 6 = 42)

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

34. (a) Briefly explain the various classification of relationship
- [OR]
- (b) Mention the cases in which a banker is a trustee and not an agent.
35. (a) Critically examine on appropriation and to charge interest and incidental charges.
- [OR]
- (b) Briefly explain the features of Negotiable instruments.
36. (a) Briefly explain types of bills of exchange.
- [OR]
- (b) What are the differences between Holder and holder- in- Due course?
37. (a) Discuss the different types of crossing of Cheque.
- [OR]
- (b) Briefly examine the precautions to be taken before a cheque for payment
38. (a) Examine the different types of Joint Stock Company.
- [OR]
- (b) What is the difference between NRE and NRI account?
39. (a) Discuss the Demat accounts.
- [OR]
- (b) Briefly explain the legal aspects of entries in the pass book.
40. (a) Examine the services to consumers in terms of remittance of funds, safe deposits, lockers, guarantee and letters of credit.

[OR]

(b) What are the difference between RTGs and NEFT?

N-1557

N-1558

COURSE CODE

200341

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024.
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
ELEMENTS OF MARKETING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The word shampoo in English is derived from the chāmpo.
(a)A. French Word (b)Greek Word
(c)Hindi Word (d)Sanskrit Word
2. This company is well known for Technology innovation, Great value and act as a game changer.
(a)Nokia (b)Apple
(c)HTC (d)Samsung
3. Political campaigns are generally an examples of _____.
(a)Event Marketing (b)Ambush Marketing
(c)Digital Marketing (d)Person Marketing
4. _____ makes a service different from a product.
(a)Pricing (b)Intangibility
(c)Ubiquity (d)Liquidity
5. “Many people want BMW, only a few are able to buy” this is an example of _____.
(a)Need (b)Want
(c)Demand (d)Status

N-1558

6. After concept testing, a firm would engage in _____ for developing and marketing a new product?
(a)Marketing Strategy Development Stage (b)Business Analysis Stage
(c)Product Development Stage (d)Test Marketing Stage
7. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?
(a)Introduction (b)Decline
(c)Growth (d)Maturity
8. Buying goods and services for further processing or for use in the production process refers to _____
(a)Consumer markets (b)Government markets
(c)Business markets (d)International markets
9. Which is NOT the stage that customers go through in the process of adopting a new product?
(a)Awareness (b)Interest
(c)Evaluation (d)Culture
10. The mental act, condition or habit of placing trust or confidence in another, shows which of the following options?
(a)Motive (b)Belief
(c)Behaviour (d)Attitude

11. What does this statement show “Trade of value between two parties”?
- (a) Competition
 - (b) Transaction
 - (c) Exchange
 - (d) Need
12. Which one of the following concepts is a useful philosophy in a situation when the product’s cost is too high and marketers look for ways to bring it down?
- (a) Selling concept
 - (b) Product concept
 - (c) Production concept
 - (d) Marketing concept
13. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need
- (a) Need recognition
 - (b) Information search
 - (c) Evaluation of alternative
 - (d) Purchase decision
14. A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for this segmentation?
- (a) Geographic
 - (b) Demographic
 - (c) Psychographics
 - (d) Behavioural
15. Customer’s evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?
- (a) Customer perceived value
 - (b) Marketing myopia
 - (c) Customer relationship management
 - (d) Customer satisfaction

16. The key customer markets consist of _____
- (a)Government Markets (b)Business Markets
(c)Consumer Markets (d)All of the above
17. Which one of the following is a key to build lasting relationships with consumers?
- (a)Price of the product (b)Need recognition
(c)Customer satisfaction (d)Quality of product
18. If the focus is on social and ethical concerns in marketing' is characteristic of the _____ period.
- (a)Production (b)Sales
(c)Marketing (d)Societal marketing
19. Transporting and storing goods is part of which of the following marketing channel functions?
- (a)Inventory Channel (b)Direct Marketing Channel
(c)Physical Distribution Channel (d)Warehousing Channel
20. _____ is a cluster of complementary products and services that are closely related in the minds of consumers but spread across a diverse set of industries.
- (a)Marketspace (b)Marketplace
(c)Metamarket (d)Market Target

21. The ____ concept holds that consumers will favour products that offer the most in quality, performance and innovative features.
- (a)Marketing (b)Production
(c)Product (d)Selling
22. ____ are products bought by individuals and organizations for further processing or for use in conducting a business.
- (a)Consumer products (b)Speciality products
(c)Industrial products (d)Personal Products
23. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, ____ is created.
- (a)customer satisfaction (b)planning excellence
(c)a quality rift (d)a value line
24. According to the Marketing and Sales Standards Setting Body (MSSSB), which of the following is not a marketing function?
- (a)Promote marketing intelligence. (b)Develop sales tactics.
(c)Develop the customer proposition. (d)Work with other business functions and third parties
25. Marketing management is ____.
- (a)Developing marketing strategies to move the company forward (b)Managing the marketing process
(c)Monitoring the profitability of the company's products and services (d)The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

26. Which of the following refers to marketing channel?
(a)Integrated Marketing Communication (b)Distribution
(c)Marketing Myopia (d)Retailing
27. _____ is a combination of quality, service & price.
(a)Marketing Triad (b)Customer Value Triad
(c)Customer Satisfaction Triad (d)Service Quality Triad
28. Marketing segmentation is useful for_____
(a)Prospects Identification (b)To know the customer's tastes and preferences
(c)To target current clients (d)All of the above
29. _____ Involves purchase from various sources & assembled at one place.
(a)Selling (b)Assembling
(c)Buying (d)Promoting
30. _____ is the major objective of any marketing activity in the world.
(a)Promotion (b)Selling
(c)Assembling (d)Transportation

31. _____ is highly firm-centric, where the firm believes that the competitive edge lies in its ability to innovate.
(a)Conventional Model (b)Contemporary Model
(c)Competitive Model (d)None of the above
32. Which of the following is not an Exchange function of Marketing?
(a)Product Planning & Development (b)Buying function
(c)After-sales service (d)Selling Function
33. _____ is the act of obtaining a desired object from someone by offering something in return.
(a)Marketing Myopia (b)Selling
(c)Exchange (d)Delivery

PART - B

(7 X 6 = 42)

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

34. (a) Explain nature and scope of the marketing.
[OR]
(b) Describe the difference between traditional and modern marketing.
35. (a) Discuss the categories in which consumer behaviour can be divided.
[OR]
(b) Describe the different bases for segmenting consumer markets.
36. (a) Analyse the significance of idea generation and screening.
[OR]
(b) Evaluate the importance of trademark and the issue related to it.
37. (a) Explain the various factors that influence pricing decisions.
[OR]
(b) Discuss in detail the different types of retail formats. Give examples for each type.
38. (a) Discuss in detail the inventory control system.
[OR]
(b) Explain why companies take up sales promotions.
39. (a) Discuss the challenges in personal selling
[OR]
(b) Discuss the qualitative and quantitative measures of performance of sales force.
40. (a) Explain the advantages and disadvantages of different types of communication.
[OR]
(b) Explain Integrated marketing communication.

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ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Second Year - Fourth Semester
BUSINESS ADMINISTRATION
RESEARCH METHODS
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which one is called non-probability sampling?

(a) Cluster sampling

(b) Quota sampling

(c) Systematic sampling

(d) Stratified random sampling

2. Formulation of hypothesis may NOT be required in:

(a) Survey method

(b) Historical studies

(c) Experimental studies

(d) Normative studies

3. Field-work-based research is classified as:

(a) Empirical

(b) Historical

(c) Experimental

(d) Biographical

4. An image, perception or concept that is capable of measurement is called_____.

(a) Scale.

(b) Hypothesis.

(c) Type

(d) Variable

5. In order to pursue the research, which of the following is priorly required?

(a) Developing a research design

(b) Formulating a research question

(c) Deciding about the data analysis procedure

(d) Formulating a research hypothesis

6. 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 (d)None of the above
hypotheses are rejected
7. How to judge the depth of any research?
- (a)By research title (b)By research duration
(c)By research objectives (d)By total expenditure on research
8. Which of the following is not the method of Research?
- (a)Survey (b)Historical
(c)Observation (d)Philosophical
9. Research is
- (a)Searching again and again (b)Finding solution to any problem
(c)Working in a scientific way to search for truth of (d)None of the above
any problem
10. 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

11. The main objective ofstudy's to acquire knowledge

(a)Exploratory

(b)Descriptive

(c)Diagnostic

(d)Descriptive and Diagnostic

12. Concepts are of Research

(a)Guide

(b)Tools

(c)Methods

(d)Variables

13. Concept is of two types

(a)Abstract and Coherent

(b)Concrete and Coherent

(c)Abstract and concrete

(d)None of the above

14. Why do you need to review the existing literature?

(a)To make sure you have a long list of references

(b)Because without it, you could never reach the required word-count

(c)To find out what is already known about your area of interest

(d)To help in your general studying

15. What do you mean by Unit of Analysis?

(a)Main parameter

(b)Variables

(c)Sample

(d)Constructs

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16. Survey is a Study

- | | |
|----------------|-----------------|
| (a)Descriptive | (b)Fact finding |
| (c)Analytical | (d)Systematic |

17. In a survey there is an enumerator and a

- | | |
|---------------|---------------|
| (a)Guide | (b)Respondent |
| (c)Supervisor | (d)Messenger |

18. The first purpose of a survey is to

- | | |
|----------------|------------------------|
| (a)Description | (b)Evaluation |
| (c)Pration | (d)Provide Information |

19. Questions in which only two alternatives are possible is called

- | | |
|------------------------------|--------------------------|
| (a)Multiple-choice questions | (b)Dichotomous questions |
| (c)Open-ended questions | (d)Structured questions |

20. Identifying causes of a problem and possible solution to a problem is

- | | |
|-----------------|------------------------|
| (a)Field Study | (b)Diagnosis tic study |
| (c)Action study | (d)Pilot study |

21. Second step in problem formulation is

- (a)Statement of the problem
- (c)Survey

- (b)Understanding the nature of the problem
- (d)Discussions

22. Questionnaire is filled by

- (a)Respondent
- (c)Enumerator

- (b)Everybody
- (d)None of the above

23. The main problem in questionnaire is

- (a)Accessible to Diverse Respondent
- (c)Shows an inability of respondent to provide information

- (b)Greater Anonymity
- (d)None of these

24. Wrong questionnaire is an example of

- (a)Primary data collection problem
- (c)a and b both

- (b)Secondary collection problem
- (d)None of the above

25. The existing company information is an example of which data?

- (a)Primary
- (c)Both a and b

- (b)Secondary
- (d)None of the above

26. Which technique is generally followed when the population is finite?
- (a)Systematic Sampling Technique
(c)Area Sampling Technique
- (b)Purposive Sampling Technique
(d)None of the above
27. Which one is called non-probability sampling?
- (a)Quota sampling
(c)Systematic sampling
- (b)Cluster sampling
(d)Stratified random sampling
28. The ____ scale measurement has a natural zero
- (a)Ratio
(c)Ordinal
- (b)Nominal
(d)Interval
29. Cluster sampling, stratified sampling and systematic sampling are types of
- (a)Direct sampling
(c)Random sampling
- (b)Indirect sampling
(d)Non random sampling
30. A complete list of all the sampling units is called:
- (a)Sampling design
(c)Population frame
- (b)Sampling frame
(d)Cluster

31. The split-half method is used as a test of:

- | | |
|--------------------------------|--------------------------|
| (a) Stability | (b) Internal reliability |
| (c) Inter-observer consistency | (d) External validity |

32. 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. |

33. Which of the following is not a non-random sampling method?

- | | |
|--------------------------|-------------------------|
| (a) Cluster sampling | (b) Quota sampling |
| (c) Convenience sampling | (d) Accidental sampling |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the Different Types of Research.

[OR]

(b) Discuss the disadvantage of the skewed sample method.

35. (a) Describe the various classification of variables.

[OR]

(b) Examine how the research problem is identified, selected, and formulated.

36. (a) Explain the differences between parametric and non-parametric tests.

[OR]

(b) Explain the Merits of sample over census.

37. (a) Describe the methods of sampling.

[OR]

(b) Explain the types of observation .

38. (a) Elaborate the characteristics of a good schedule.

[OR]

(b) Discuss the purpose of the pre-test.

39. (a) Discuss the importance and process of data analysis.

[OR]

(b) Describe the chi-square test.

40. (a) Illustrate the Kruskal-Wallis test

[OR]

(b) Explain the features and principles of report writing.

N-1562

COURSE CODE

200351

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Third Year - Fifth Semester
BUSINESS ADMINISTRATION
RURAL BANKING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Decentralized credit planning was introduced under which scheme
 - (a)Lead Bank scheme
 - (b)DPAP Scheme
 - (c)SFAD Scheme
 - (d)Rural Development Projects
2. Regional Rural Bank has been set up as per recommendations of
 - (a)Narasimham Committee
 - (b)Gadgil Committee
 - (c)Banking Committee
 - (d)Tondon Committee
3. The chairman of a RRB is appointed by
 - (a)Sponsor Bank at its own will
 - (b)Govt. Of India in consultation with RBI
 - (c)NABARD
 - (d)Sponsor Bank with the consultation of NABARD and approval of the Govt.of India
4. which committee suggested merger of RRBs
 - (a)Vyas Committee
 - (b)Bhandari Committee
 - (c)Agrawal Committee.
 - (d)Thorat Committee.
5. Who is the real stakeholder of RRBs?
 - (a)Rural Population
 - (b)Govt. of India
 - (c)Sponsor Bank
 - (d)State Government

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6. The Empowered Committee for RRBs in a State is headed by
- (a)CGM of NABARD
(c)Regional Director of RBI
- (b)CGM of Sponsored Bank
(d)Principal Secretary for Rural Development of State Government
7. Who is regulator in respect of RRBs?
- (a)NABARD
(c)RBI
- (b)Sponsor Banks
(d)Central Government
8. The statutory responsibility of conducting inspection of RRBs as per Banking Regulation Act has been entrusted to
- (a)Sponsor Bank
(c)NABARD
- (b)RBI
(d)Govt. of India
9. Maximum loan limit under the Produce Marketing Loan Scheme is
- (a)1 lakh
(c)5 lakh
- (b)3 lakh
(d)10 lakh
10. Loan through Joint Liability Groups (JLGs) is given to
- (a)Tenant farmers and sharecroppers
(c)All SHG members
- (b)All farmers
(d)None of the above.

11. Loan for contract farming is

- (a) Indirect agricultural loan
- (b) Direct agricultural loan
- (c) Included under loan for allied agricultural activities
- (d) Non-farm loan

12. Banks provide finance for second-hand tractors:

- (a) Only for refurbished tractors
- (b) Both for refurbished and non-refurbished tractors
- (c) Which were purchased only two years back
- (d) Only to big farmers

13. The DSCR in term loan means

- (a) Debt Service Coverage Ratio
- (b) Demand and Supply Coverage Ratio
- (c) Dues structure and control returns
- (d) None of the above

14. The Kisan Credit Card Scheme is meant for

- (a) Short-term loan only
- (b) Short-term loans and Term loans both
- (c) Small and marginal farmers only
- (d) Big farmers only

15. Under Drip Irrigation, the watering of plants is done

- (a) By digging pits in the field to store water
- (b) By spraying the water
- (c) Through pipes having holes at the point of the plant
- (d) By constructing concrete water channels

16. Sprinkler irrigation is done

- (a)Through spraying water over plants with a rotating pipe
- (b)Through dug wells
- (c)Through lifting the water
- (d)None of the above

17. Break-even point in a business is

- (a)When it starts earning good profits
- (b)The stage when it neither earns profit nor incurs loss
- (c)When there are huge losses
- (d)When it is dissolved

18. Sensitivity analysis enables the project to:

- (a)Study the ability of the investment to withstand the market adversities,
- (b)Know the repayment capacity of the loan
- (c)Know the solvency factor
- (d)Know the capital adequacy

19. Financing for sericulture is categorized under:

- (a)Direct agricultural loan
- (b)Indirect Agricultural loan
- (c)Services sector
- (d)Technical sector

20. Finance for the purchase of land is given to:

- (a)All farmers
- (b)Small and marginal farmers and landless agricultural labourers
- (c)Farmers who adopt new farming methods
- (d)Farmers having not more than 10 acres of land

21. Debt swapping Loan is given to:

- (a) All villagers (b) Small and marginal farmers only
(c) All existing farmer borrowers as well other farmers (d) None of the above

22. Maximum amount covered under Credit Guarantee Fund Trust Scheme is

- (a) 10 lakh (b) 20 lakh
(c) 40 lakh (d) 100 lakh

23. Laghu Udyami Credit Card can be issued for a working capital loan upto

- (a) Rs. 2 lakh (b) Rs. 10 lakh
(c) Rs. 20 lakh (d) Rs. 25 lakh

24. Interest on loans under the Differential Rate of Interest (DRI) Scheme is at:

- (a) 10% p.a. (b) 9% p.a.
(c) 8% p.a. (d) 4% p.a.

25. The assisted poor families assisted under SGSY are called:

- (a) Swarojgaris (b) Swaran Jayantis
(c) Prisharamies (d) Udhayamies

26. The PMEGP Scheme at the Central level is taken care of by:

- | | |
|-------------------------|----------------------------------|
| (a)KVIC | (b)Ministry of Industries |
| (c)Ministry of Commerce | (d)Ministry of Rural Development |

27. Loan limits to Grain Merchants and Commission Agents is fixed d on the basis of:

- | | |
|---|-------------------------------|
| (a)Total receivables | (b)Average stock held by them |
| (c)Total receivables not exceeding six-year | (d)Mortgage value |

28. General Credit Card (GCC) can be issued to:

- | | |
|--|----------------------|
| (a)The existing satisfactorily run deposit and loan
account holders | (b)New Borrower only |
| (c)Kisan Credit Card holders only to supplement their
credit need for non-farm activities | (d)Big farmers only |

29. Financing to seed processors is categorized under:

- | | |
|-----------------------------|-------------------------------|
| (a)Direct agricultural loan | (b)Indirect agricultural loan |
| (c)Small Industries | (d)Small Business |

30. If the total members of SHG exceeds 20, then

- | | |
|---|--|
| (a)Registration of SHG is required as per section 11(2)
of Company'sAct. | (b)It would be treated as a Partnership firm |
| (c)The SHG would be invalid for assistance by a bank | (d)The SHG would be converted into a Federationold |

31. Credit linkage of SHGs by banks can be done only if the SHG is

- | | |
|---------------|----------------|
| (a)One year | (b)Two years |
| (c)Six months | (d)Nine months |

32. RBI has stipulated that no collateral be insisted on agricultural loans upto Rs---

- | | |
|-----------|-----------|
| (a)50000 | (b)75000 |
| (c)100000 | (d)300000 |

33. In the case of mortgage of property, the limitation period is-----years from the date of mortgage:

- | | |
|-------|------|
| (a)12 | (b)6 |
| (c)5 | (d)3 |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the functions of controlling and collecting branches.

[OR]

(b) Describe the important features of OTCEI.

35. (a) Explain the scope of loan syndication.

[OR]

(b) Describe the role of SEBI in rural banking.

36. (a) Explain the process of marketing of corporate securities.

[OR]

(b) Discuss the different types of book building.

37. (a) Describe the various types of mergers.

[OR]

(b) Differentiate between traditional and modern portfolio analysis.

38. (a) Discuss the kinds of mutual fund schemes

[OR]

(b) Analyze the mechanism and types of factoring.

39. (a) Describe the ways in which a banker secures his advances.

[OR]

(b) Describe the objectives and sources of liquidity management

40. (a) Explain the advantages of an audit.

[OR]

(b) Discuss the need for internal and external auditing.

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Third Year - Fifth Semester
BUSINESS ADMINISTRATION
MANAGEMENT ACCOUNTING
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Main emphasis of management accounting is _____ to maximise profit.
(a) Planning (b) Controlling
(c) Decision Making (d) All of the above
2. _____ is not techniques of management accounting.
(a) Responsibility accounting (b) Funds flow statement
(c) Final accounts of company (d) Break even
3. Cash receipt received from the sales fixed assets are recorded under the head of _____.
(a) Other activities (b) Investing activities
(c) Financing activities (d) Operating activities
4. Common Size Statements are prepared _____.
(a) in the form of Ratios (b) in the form of Percentages
(c) in both of the Above (d) in None of the Above
5. Ratio analysis may take the Complicated and misleading on account of change in price level.
(a) Comparative study (b) Financial study
(c) Cost study (d) Management study

6. Accounting Ratios are important tools used by _____
- (a)Managers
(c)Investors
- (b)Researchers
(d)All of the above.
7. Funds flow statement is also known as _____.
- (a)Statement of sources and uses of funds
(c)Statement of funds flow
- (b)Statement of sources and application of funds
(d)All of the above
8. The term 'flow of funds' means _____.
- (a)Change in working capital
(c)Both a and b are incorrect
- (b)Change in funds
(d)Both a and b are correct
9. Dividend paid by a manufacturing company is classified under which kind of activity while preparing cash flow statements _____
- (a)Cash Flow from Investing Activities.
(c)No Cash Flow.
- (b)Cash Flow from Financing Activities.
(d)Cash Flow from Operating Activities.
10. According to Accounting standard 3 cash flows are classified into _____
- (a)Operating Activities and Investing Activities.
(c)Operating Activities and Financing Activities.
- (b)Investing Activities and Financing Activities.
(d)Financing Activities, Operating Activities, and Investing Activities.

11. Sales budget shows the sales details as _____
- (a)Month wise (b)Product wise
(c)Area wise (d)All of the above
12. The main objective of budgetary control is _____
- (a)To define the goal of the firm (b)To coordinate different departments
(c)To plan to achieve its goals (d)All of the above
13. The ascertaining of costs after they are incurred is known as _____
- (a)Historical costing (b)Notional costing
(c)Marginal costing (d)Sunk cost
14. A company maintains a _____ to avoid stopping production due to the shortage of material.
- (a)Minimum stock level (b)Reorder level
(c)Maximum stock level (d)None of the above
15. It is not possible to measure labour productivity by comparing _____
- (a)Standard time with actual time (b)Total output with total wage
(c)Total person-hours with the total output (d)None of the above

16. Analysis of overhead variances can be done by_____
- (a)Two variance method (b)Three variance method
(c)Four variance method (d)All of the above
17. While computing profit in marginal costing _____
- (a)The fixed cost gets added to the contribution (b)The total marginal cost gets deducted from total sales revenue
(c)The total marginal cost gets added to total sales revenue (d)None of the above
18. Contribution margin in marginal costing is also known as _____.
- (a)Net income (b)Gross profit
(c)Marginal income (d)None of the above
19. At Breakeven point there is _____
- (a)Profit (b)Loss
(c)No profit no loss (d)None of the above
20. The following assumptions are made in case of break even analysis, except _____
- (a)All fixed costs are fixed (b)All variable costs are fixed
(c)The prices of input factors are constant (d)Volume of production and volumes of sales are equal

21. What's the primary basis of the concept of cost _____
- (a)Financial audit (b)Tax compliance
(c)Cost estimation (d)Analysis of profit
22. What kind of costing do toy manufacturing companies make use of _____
- (a)Multiple costing (b)Batch costing
(c)Costing of the unit (d)Costing for the process
23. Elements of Cost of a product are _____
- (a)Material only (b)Labour only
(c)Expenses only (d)Material, Labour and expenses
24. Positioning activities as per their capacity to reimburse rapidly might be valuable to firms _____
- (a)When cautious command over cash is required. (b)To demonstrate the forthcoming financial backers
indicating when their assets will probably be reimbursed.
(c)While encountering liquidity requirements. (d)All of the above mentioned.
25. _____ period is the term that describes the amount of time taken for a capital budgeting project to
recover its initial investment
- (a)Investment (b)Redemption
(c)Payback (d)Maturity

26. Capital Budgeting decisions are evaluated using the_____ is used for this purpose.
- (a)Weighted average
(c)Unweighted average, cost of capital
- (b)Weighted average, component cost
(d)None of the above
27. The simplest capital budgeting technique is _____
- (a)discounted cash flow method
(c)Pay back method
- (b)accounting rate of return method
(d)All of the above
28. The current assets to the current liabilities ratio is said to be satisfactory if it is _____
- (a)1:2
(c)1:1
- (b)2:1
(d)3:2
29. Horizontal analysis is also known as _____
- (a)static analysis
(c)dynamic analysis
- (b)structural analysis
(d)none of these
30. In any organization, profits depends mainly upon _____
- (a)Production cost
(c)Revenue
- (b)Production output
(d)All of the above

31. Inventory Turnover measures the relationship of inventory with _____

- (a) Average Sales
- (c) Total Purchases

- (b) Cost of Goods Sold
- (d) Total Assets

32. _____ budget highlights that the expenditures to be incurred in budget period will be greater than the revenues to be received during the same period.

- (a) Surplus Budget
- (c) Favourable Budget

- (b) Deficit Budget
- (d) Non-favourable Budget

33. Production cost under marginal costing includes _____

- (a) Prime cost only
- (c) Prime cost and variable overheads.

- (b) Prime cost and Fixed overhead
- (d) Variable cost only

PART - B

(7 X 6 = 42)

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

34. (a) Discuss in detail the functions of management accounting.

[OR]

(b) The following data, prepare a statement of profits in Comparative form

Particulars	Year I <u>Rs</u>	Year II <u>Rs</u>
Sales	6,00,000	7,00,000
Gross Profit	36%	30%
Office and Administrative expenses	1,40,000	1,45,000
Income tax rate	50%	50%

35. (a) Briefly explain the objectives of Preparing Financial Statements

[OR]

(b) From the following balance sheet of Sheeba Ltd prepare (i) statement of changes in working capital and (ii) Funds flow statement:

Balance sheet

Liabilities	31.3.97 Rs	31.3.98 Rs	Assets	31.3.97 Rs	31.3.98 Rs
Share capital	125000	150000	Goodwill	5000	12000

12% debentures	80000	-	Land(cost)	27000	15000
Bills payable	35000	23000	investments	10000	15000
Creditors	45000	20000	stock	120000	87000
Profit and loss a/c	42000	62000	debtors	90000	98000
			cash	70000	25000
			Priliminary expenses	5000	3000
	327000	255000		327000	255000

Additional information

- I. Land sold Rs24000
- II. Dividend paid Rs30000
- III. Debentures redeemed at a premium of 10%

36. (a) Briefly explain the various types of functional budgets.

[OR]

(b)XYZ CO Ltd has three sales division at Bombay Delhi,and Calcutta.It sells two products A and B.The budgeted sales for the year ending 31- 12 – 81 at each place are given as below.(CO:K4

Bombay - Product A	1,00,000 units	@Rs 8 each
Product B	70,000 units	@Rs 5 each
Delhi - Product B	1,10,000 units	@Rs 5 each
Calcutta – Product A	1,50,000 units	@Rs 8 each

The actual sales during the same period were as follows

Bombay - Product A	1,25,000 units	@Rs 8 each
Product B	75,000 units	@Rs 5 each
Delhi - Product B	1,25,000 units	@Rs 5 each
Calcutta – Product A	1,55,000 units	@Rs 8 each

From the reports of the sales personnel it was considered that the sales budget for the year ending 31-12-1982 would be higher than 1981 budget in thev following aspects:

Bombay - Product A	8,000 units
Product B	5,000 units
Delhi - Product B	13,000 units
Calcutta – Product A	10,000 units

Intensive sales campaign in Delhi and Culcutta is expected to result in additional sales of 25,000 units of product A in Delhi and 18,000 units of Product B in Calcutta.You are required to prepare a Sales budget for the year ending 31- 12 -1982

37. (a) A manufacturing company submits the following figures of Product X for the first quarter of 2013.Prepare sales Budget

Sales in units:

January – 62,300 units

February – 49,840 units

March – 74,760 units

Selling price per unit Rs100

Target of first quarter 2014:

Sales units increased by 20%

Sales price increased by 10%

[OR]

- (b) What is the meaning of Contribution? How does it help management in solving various problems? Explain.

38. (a)The following figures are extracted from the books of Malini Ltd for the years 1989,and 1990 whose capacity is 10,000 irons p.a.

	1989 (units)	Per unit (Rs)	1990 (units)
Direct material		3.50	
Direct labour		0.50	
Fixed overhead		2.00	
Selling price		8.00	
Production	10000		10,000
Sales	8,000		12,000

Prepare cost statements assuming that the company use marginal costing

[OR]

(b) Explain the limitation of Break- even analysis.

39. (a) You are given the following data for the year 1997 of the company

Variable cost	Rs 6,00,000
Fixed cost	Rs 3,00,000
Profits	Rs 1,00,000
Sales	Rs 10,00,000

Find

- i. Profit /Volume Ratio(P/V Ratio)
- ii. Break-even Point
- iii. Profit when sales amounted to Rs 12,00,000
- iv. Sales required to earn profit of Rs2,00,000

[OR]

(b) Explain the features and limitations of marginal costing.

40. (a) Explain the factors influencing capital investments decisions.

[OR]

(b) The management of Joy Ltd decided to purchase machine X or machine Y. the following information is available:

	Machine X	Machine Y
Cost of machine(Rs)	42000	15000
Estimated life(years)	6	7

Sales per year(Rs)	30000	30000
Cost per annum:		
Labour(Rs)	2000	10000
Materials(Rs)	12000	12000
Overhead(Rs)	4000	3000

Advice the management regarding selection of the machine on the basis of pay-back period

N-1563

N1564

COURSE CODE

200353

ONLINE PROGRAMME EXAMINATIONS
B.B.A DEGREE EXAMINATION, DECEMBER 2024
Third Year - Fifth Semester
BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. HRM has evolved through various phases. Which of the following is not considered a phase in its evolution?

- | | |
|------------------------|-------------------------------|
| (a) Welfare management | (b) Personnel management |
| (c) Product management | (d) Human resource management |

2. What is a major challenge facing HRM today?

- | | |
|------------------------------------|---------------------------------------|
| (a) Decreasing workforce diversity | (b) Decreasing reliance on technology |
| (c) Managing remote workforces | (d) Reducing employee empowerment |

3. Which HRM strategy focuses on improving the emotional intelligence of employees?

- | | |
|------------------------------|-----------------------------|
| (a) Human Capital Management | (b) Emotional Quotient (EQ) |
| (c) Quality Circles | (d) Six Sigma |

4. Which of the following practices is not directly associated with enhancing organizational quality and efficiency?

- | | |
|---------------|----------|
| (a) Kaizen | (b) TQM |
| (c) Six Sigma | (d) ESOP |

5. What best describes the role of HR in strategic management?

- | | |
|--|---|
| (a) Solely focusing on recruitment and selection | (b) Acting as a bridge between top management and employees |
| (c) Integrating HR strategies with organizational strategies | (d) Focusing only on compliance and administrative tasks |

N1564

6.Which of the following is not a traditional structure of the HR function?

- | | |
|----------------|------------------|
| (a)Centralized | (b)Decentralized |
| (c)Specialized | (d)Ad-hoc |

7Which document outlines the duties and responsibilities of a job position?

- | | |
|----------------------|-----------------|
| (a)Job specification | (b)Job analysis |
| (c)Job description | (d)HR plan |

8Which of the following is not a component of a job specification?

- | | |
|-------------------------------|----------------------------------|
| (a)Educational qualifications | (b)Work experience required |
| (c)Detailed job duties | (d)Required skills and abilities |

9.What is the main advantage of using internal sources of recruitment?

- | | |
|--|--|
| (a)Bringing in fresh ideas | (b)Reducing orientation time |
| (c)Accessing a larger pool of candidates | (d)Increasing diversity in the workplace |

10.Global sourcing of candidates is especially beneficial for organizations looking to:

- | | |
|--|--|
| (a)Minimize payroll costs | (b)Ensure legal compliance |
| (c)Fill a local-only customer service position | (d)Increase diversity and global knowledge |

11. A transfer within the company typically does not involve:

- | | |
|---------------------------|---|
| (a)Change in job location | (b)Significant change in responsibilities |
| (c)Adjustment in salary | (d)Promotion to a higher position |

12. Which of the following is a likely reason for a demotion?

- | | |
|--|---------------------------------------|
| (a)The need for the employee to acquire new skills | (b)Organizational restructuring |
| (c)Excellent performance | (d)Acceptance of voluntary retirement |

13. Why is development important in HRM?

- | | |
|--|--|
| (a)It ensures that employees do not seek external opportunities. | (b)It prepares employees for higher-level positions and future challenges. |
| (c)It focuses on reducing the company's investment in employees. | (d)It eliminates the need for hiring new staff. |

14. What is an outcome of effective training and development programs?

- | | |
|--------------------------------|--|
| (a)Decreased employee turnover | (b)Increased need for external recruitment |
| (c)Lower employee morale | (d)Reduced organizational growth |

15. In the design of a training program, what should be the first step?

- | | |
|--------------------------------------|-------------------------------|
| (a)Selecting the trainers | (b)Identifying training needs |
| (c)Evaluating training effectiveness | (d)Developing content |

16 Which method is most effective for evaluating the transfer of skills to the job?

- (a) Pre- and post-training tests
- (b) Participant satisfaction surveys
- (c) Observation of behavior on the job
- (d) Cost-benefit analysis

17 Which technique involves pairing executives with experienced leaders who provide guidance, advice, and support?

- (a) Job rotation
- (b) Coaching
- (c) Action learning
- (d) Mentoring

18 Executive development programs often focus on:

- (a) Lower-level employees only
- (b) Providing generic training for all employees
- (c) Developing leadership skills and strategic thinking abilities
- (d) Offering technical skills training exclusively

19 Which term refers to the process of establishing and managing the salary structure within an organization?

- (a) Bonus administration
- (b) Wage management
- (c) Salary administration
- (d) Fringe benefit planning

20 Which of the following is an example of a non-monetary reward for employees?

- (a) Performance bonus
- (b) Paid time off
- (c) Overtime pay
- (d) Commission

21What is the primary purpose of a job evaluation system?

- (a)To determine employee performance levels
- (b)To assess job applicants' qualifications
- (c)To compare the relative worth of different jobs within an organization
- (d)To calculate employee benefits

22What is the consequence of labour attrition in an organization?

- (a)Increased workforce diversity
- (b)Decreased workload for remaining employees
- (c)Loss of institutional knowledge
- (d)Improved employee morale

23What is a limitation of traditional performance appraisal methods?

- (a)Subjective judgments
- (b)Objective evaluation criteria
- (c)Reliability and validity
- (d)Lack of employee resistance

24.Which aspect of employee welfare ensures the physical and mental well-being of employees in the workplace?

- (a)Health and safety
- (b)Social security
- (c)Employee benefits
- (d)Career development

25.What does employee welfare encompass?

- (a)Efforts to prevent accidents and injuries in the workplace
- (b)Initiatives and benefits provided to ensure employee well-being and satisfaction
- (c)The process of employee separation from the organization
- (d)Strategies for resolving employee grievances

26.What is the primary goal of safety and accident prevention programs in the workplace?

- (a)To increase the number of accidents
- (b)To comply with health and safety regulations
- (c)To decrease employee morale
- (d)To promote a culture of risk-taking

27.What does separation refer to in human resources?

- (a)Employees joining a trade union
- (b)Employees leaving the organization
- (c)Employees participating in decision-making processes
- (d)Employees joining management positions

28.Which system is used for managing various HR functions such as payroll and employee data?

- (a)Human Resource Information System (HRIS)
- (b)Multiplicity of Trade Unions
- (c)Workers' Participation in Management
- (d)Personnel Audit System

29.Why might a company prefer domestic sources of recruitment over global sources?

- (a)To enhance the cultural diversity of their workforce
- (b)To ensure candidates have a global perspective
- (c)To reduce legal and logistical complexities
- (d)To ensure a higher level of skill specialization

30.The purpose of using tests during the selection process is to:

- (a)Eliminate the need for interviews
- (b)Assess a candidate's potential for future advancement
- (c)Evaluate specific job-related skills or aptitudes
- (d)Determine the candidate's social network

31. Which step is typically part of the career planning and development process?

- (a) Reducing employee responsibilities
- (b) Ignoring employee aspirations
- (c) Providing opportunities for growth and advancement
- (d) Limiting access to training and development programs

32. What does demotion involve in an organization?

- (a) Moving an employee to a higher-level position
- (b) Moving an employee laterally to a different department
- (c) Moving an employee to a lower-level position
- (d) Providing additional responsibilities to an employee

33. What is the purpose of maintaining personnel records and reports?

- (a) To increase employee turnover
- (b) To comply with legal requirements
- (c) To discourage employee participation
- (d) To limit access to employee information

PART - B

(7 X 6 = 42)

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

34. (a) Distinguish between Personnel Management vs HRM.

[OR]

(b) Discuss the key principles of Total Quality Management and their relevance in modern organizations.

35. (a) Explain the importance of aligning HR practices with organizational strategy.

[OR]

(b) Explain the concept of job specification and how it differs from a job description.

36. (a) Discuss the various sources of recruitment available to organizations. How should an organization choose the most appropriate source of recruitment for different job positions?

[OR]

(b) What are the key considerations for an organization when managing the process of employee separations?

37. (a) Explain the importance of training in achieving organizational objectives. Illustrate your answer with examples of how training can lead to improved performance and competitive advantage

[OR]

(b) What are the different types of training, and how do they address varied organizational needs?

38. (a) What are the core components of an effective career development program within an organization?

[OR]

(b) What types of incentive plans are most effective in aligning employee efforts with company objectives?

39. (a) What is the significance of job evaluation systems in establishing equitable and competitive compensation structures?

[OR]

(b) What are the core concepts and objectives of performance appraisal, and how do they align with organizational goals?

40. (a) What strategies can organizations implement to prevent workplace accidents and ensure employee safety?

[OR]

(b) Describe the key functions and benefits of implementing a Human Resource Information System (HRIS)

N1565

COURSE CODE

200354

ONLINE PROGRAMME EXAMINATIONS
B.B.A DEGREE EXAMINATION, DECEMBER 2024
Third Year - Fifth Semester
TOURISM ENTREPRENEURSHIP
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What characteristic is vital for successful entrepreneurship?

(a) Complacency

(b) Creativity

(c) Avoiding innovation

(d) Resisting change

2. What role does networking play in entrepreneurship?

(a) Hindrance to growth

(b) Isolation from industry peers

(c) Accessing resources and opportunities

(d) Irrelevant to business success

3. Which ownership structure involves pooling resources and skills of multiple individuals?

(a) Sole proprietorship

(b) Partnership

(c) Corporation

(d) Cooperative

4. How does the choice of ownership structure impact liability in small-scale enterprises?

(a) Sole proprietorship offers limited liability

(b) Partnership eliminates all liability concerns

(c) Corporation shields owners from liability

(d) Cooperative exposes owners to unlimited liability

5. What managerial process involves setting goals and determining strategies to achieve them?

(a) Controlling

(b) Planning

(c) Organizing

(d) Directing

N1565

6. Why is financial forecasting crucial in business planning?
- (a) To accurately predict natural disasters
 - (b) To estimate profits and losses
 - (c) To avoid paying taxes
 - (d) To eliminate competition
7. How does technological innovation influence the accommodation sector in tourism?
- (a) Discouraging online booking systems
 - (b) Limiting customer reach
 - (c) Streamlining booking processes
 - (d) Promoting manual reservation systems
8. What entrepreneurial opportunities are present in the niche market of eco-friendly accommodations?
- (a) Emphasizing resource wastage
 - (b) Ignoring sustainability practices
 - (c) Promoting environmentally-friendly initiatives
 - (d) Focusing solely on profit maximization
9. What innovative approaches can entrepreneurs adopt to enhance the tourist transportation experience?
- (a) Implementing outdated technology
 - (b) Providing unreliable services
 - (c) Offering mobile booking apps and GPS tracking
 - (d) Ignoring customer feedback
10. How does sustainable transportation contribute to entrepreneurial success in tourism?
- (a) Depleting natural resources
 - (b) Reducing carbon footprint
 - (c) Increasing pollution levels
 - (d) Disregarding environmental concerns

11. What is a potential consequence of relying heavily on external investors for financing?
- (a)Increased control over business decisions

(b)Limited growth opportunities

(c)Decreased financial risk

(d)Guaranteed profitability
12. How can entrepreneurs minimize financial risks when starting a new tourism venture?
- (a)Ignoring budget planning

(b)Diversifying revenue streams

(c)Disregarding market research

(d)Relying solely on personal savings
13. What entrepreneurial opportunities exist in the restaurant industry catering to tourists?
- (a)Emphasizing low-quality food

(b)Ignoring customer feedback

(c)Offering diverse cuisine options

(d)Focusing solely on profit maximization
14. How does leveraging technology, such as mobile ordering apps, enhance the dining experience for tourists?
- (a)Increasing waiting times

(b)Reducing convenience

(c)Streamlining ordering and payment processes

(d)Discouraging customer engagement
15. What role does cultural preservation play in the development of tourist attractions?
- (a)Neglecting local traditions and heritage

(b)Prioritizing commercial interests

(c)Promoting cultural sustainability and authenticity

(d)Ignoring community involvement

16. What entrepreneurial opportunities exist in the development of sustainable tourism attractions?
- (a)Emphasizing environmental degradation
 - (b)Ignoring conservation efforts
 - (c)Implementing eco-friendly practices and promoting responsible tourism
 - (d)Focusing solely on short-term profits
17. What challenges might entrepreneurs face in resource planning for seasonal tourism businesses?
- (a)Consistent demand throughout the year
 - (b)Staffing shortages during peak seasons
 - (c)Ignoring customer preferences
 - (d)Overestimating resource requirements
18. How can technology aid in resource planning and scheduling for tourism ventures?
- (a)Relying solely on manual processes
 - (b)Automating repetitive tasks and providing real-time data
 - (c)Increasing inefficiencies
 - (d)Disregarding technological advancements
19. What role do government grants and subsidies play in financing tourism ventures?
- (a)They discourage entrepreneurship
 - (b)They provide financial support and incentives
 - (c)They increase competition
 - (d)They limit innovation
20. How can strategic partnerships and collaborations assist in securing financing for a tourism venture?
- (a)Isolating the business from industry peers
 - (b)Limiting growth opportunities
 - (c)Pooling resources and accessing new markets
 - (d)Avoiding external funding sources

21. What challenges might entrepreneurs face in the development of sustainable tourism ventures?
- (a) Ignoring environmental concerns
 - (b) Balancing economic viability with ecological responsibility
 - (c) Relying solely on short-term profits
 - (d) Disregarding local communities and cultural preservation
22. How can governments and industry stakeholders support entrepreneurial development in the tourism sector?
- (a) Imposing strict regulations and barriers to entry
 - (b) Providing financial incentives and promoting innovation
 - (c) Discouraging collaboration and partnership
 - (d) Limiting access to market information
23. What innovative business models are disrupting the traditional tourism industry?
- (a) Emphasizing outdated practices
 - (b) Adopting technology-driven approaches, such as sharing economy platforms
 - (c) Limiting customer engagement and interaction
 - (d) Avoiding collaboration with industry peers
24. How can entrepreneurs leverage digital marketing and social media to promote their tourism business ideas?
- (a) Relying solely on traditional advertising methods
 - (b) Engaging with potential customers and building brand awareness online
 - (c) Ignoring digital trends and platforms
 - (d) Limiting online presence and visibility
25. What warning signs might indicate the onset of industrial sickness in a tourism business?
- (a) Increased profitability and market share
 - (b) Declining sales, profitability, and cash flow issues
 - (c) Ignoring employee morale and satisfaction
 - (d) Disregarding customer feedback and complaints

26. How can proactive management strategies help prevent industrial sickness in tourism enterprises?
- (a)Avoiding strategic planning and risk management (b)Promoting a culture of complacency
(c)Addressing challenges early and implementing (d)Resisting change and innovation
corrective measures
27. What key components should be included in a comprehensive business plan for a tourism venture?
- (a)Market analysis, target audience identification, (b)Ignoring industry trends and customer preferences
financial projections, and marketing strategy
(c)Avoiding budget constraints and financial planning (d)Disregarding competition and market demand
28. How can entrepreneurs adapt their business plan to changing market conditions and unforeseen challenges?
- (a)Resisting change and innovation (b)Ignoring customer feedback and complaints
(c)Conducting regular reviews and updates to the (d)Minimizing competition and monopolizing the market
business plan
29. What steps are involved in the process of business formation for a tourism enterprise?
- (a)Conducting market research, drafting a business (b)Ignoring industry trends and customer preferences
plan, registering the business, and securing
necessary permits and licenses
(c)Avoiding strategic planning and risk management (d)Disregarding competition and market demand
30. How can entrepreneurs protect their intellectual property rights when forming a tourism business?
- (a)Ignoring legal obligations and regulatory (b)Conducting trademark searches and filing for patents,
requirements copyrights, or trademarks
(c)Avoiding market analysis and customer feedback (d)Minimizing competition and monopolizing the market

31. What role do branding and marketing strategies play in attracting customers to a tourism enterprise?
- (a) Maximizing market reach and visibility (b) Ignoring customer feedback and complaints
Ignoring customer feedback and complaints
(c) Avoiding digital marketing and social media (d) Disregarding industry trends and competition
32. How can entrepreneurs leverage technology to streamline operations and enhance customer experiences in a tourism enterprise?
- (a) Implementing outdated systems and processes (b) Resisting change and innovation
(c) Adopting digital solutions for booking, payment processing, and customer engagement (d) Ignoring market analysis and customer preferences
33. How do sources of finance impact the determinants of success in the Shopping and Restaurant services sector of tourism?
- (a) Limiting market reach (b) Influencing scalability and sustainability
(c) Discouraging innovation (d) Avoiding competition

PART - B

(7 X 6 = 42)

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

34. (a) Discuss how technological advancements have impacted entrepreneurial growth.
[OR]
(b) Analyze the importance of a SWOT analysis in venture creation.
35. (a) Discuss the role of government agencies in promoting SMEs in India.
[OR]
(b) Examine the role and associated opportunities of accommodation in the tourism industry.
36. (a) Illustrate the role of human resources in running transportation venture.
[OR]
(b) Explain the determinants of success of the venture.
37. (a) Identify the various sources of finance available for entrepreneurs
[OR]
(b) Discuss the role of the government in the development of tourist attractions.
38. (a) Compare the advantages and disadvantages of bond financing.
[OR]
(b) Discuss the importance of ethics in a business.
39. (a) Analyze the growing importance of search engine optimization in tourism.
[OR]
(b) Discuss the various components of a business plan.
40. (a) Discuss the legal procedures and compliances for starting a business in India.
[OR]
(b) Identify the different programmes started by the government of India for entrepreneurship development?

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024
Third Year - Sixth Semester
BUSINESS ADMINISTRATION
MARKETING OF BANKING SERVICES
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. _____ is the primary goal of marketing.

(a) Selling products

(b) Satisfying customer needs

(c) Maximizing profits

(d) Advertising

2. Social marketing aims to _____

(a) Promote consumer products

(b) Increase sales revenue

(c) Change behaviour for societal benefit

(d) Enhance brand recognition

3. Which of the following is part of the marketing environment for a banker _____.

(a) Political factors

(b) Technological factors

(c) Social factors

(d) All of the above

4. The external marketing environment for banks includes _____.

(a) Competitors

(b) Customers

(c) Economic conditions

(d) All of the above

5. Which of the following is not a component of the marketing mix _____.

(a) Product

(b) Price

(c) Promotion

(d) Promotion

6. _____ is the purpose of a marketing audit.

(a) To increase sales

(c) To create new products

(b) To assess the effectiveness of marketing strategies

(d) To reduce costs

7. SWOT stand for _____.

(a) Strengths, Weaknesses, Opportunities, Threats

(c) Strategies, Work, Objectives, Tactics

(b) Sales, Wages, Opportunities, Targets

(d) Services, Weaknesses, Options, Timelines

8. A bank's marketing objectives should be _____.

(a) Vague and flexible

(c) General and unquantifiable

(b) Specific and measurable

(d) Ambiguous and broad

9. _____ is a part of the bank's marketing plan.

(a) Business objectives

(c) Budget allocation

(b) Marketing strategies

(d) All of the above

10. In the marketing mix, 'Place' refers to _____.

(a) The physical location of the bank

(c) The price of banking services

(b) The distribution channels used to reach customers

(d) The promotion strategies employed

11. Market segmentation is _____.

- (a) Dividing a market into distinct groups with common needs
- (c) Increasing market share

- (b) Merging different markets
- (d) Standardizing products

12. _____ is a base for market segmentation.

- (a) Geographic
- (c) Psychographic

- (b) Demographic
- (d) All of the above

13. _____ is the first step in new product development for a bank.

- (a) Market research
- (c) Pricing strategy

- (b) Product launch
- (d) Advertising

14. _____ are non-fund-based banking services.

- (a) Services that do not involve direct lending of funds
- (c) Deposit-taking services

- (b) Services that involve direct lending of funds
- (d) Cash withdrawal services

15. _____ is an example of a non-fund-based service.

- (a) Issuing letters of credit
- (c) Accepting deposits

- (b) Granting loans
- (d) Offering savings accounts

16. The term "price mix" refer to _____.

- (a)The variety of prices set for banking products
- (c)The distribution of banking services

- (b)The promotional activities for products
- (d)The product development process

17. _____ is a common pricing objective for banks.

- (a)Maximizing profitability
- (c)Customer retention

- (b)Market penetration
- (d)All of the above

18. -----is a potential consequence of setting prices too low for banking products.

- (a)Increased profitability
- (c)Perception of low quality

- (b)Enhanced brand value
- (d)Higher operational costs

19. Promotion mix in banking means _____.

- (a)The combination of promotional tools used by a bank
- (c)The distribution of bank branches

- (b)The mixture of banking products offered
- (d)The pricing strategy of the bank

20. Personal promotional efforts in banking refers to _____.

- (a)Generic advertisements
- (c)Automated email campaigns

- (b)Individualized marketing efforts like personal selling
- (d)Mass media promotions

21. _____ is a key benefit of direct marketing for banks.
- (a) It reduces marketing costs
 - (b) It allows for personalized communication with customers
 - (c) It reaches a broader audience
 - (d) It eliminates the need for sales staff
22. Societal banking is _____.
- (a) Banking with a focus on community and societal impact
 - (b) Exclusive banking for high-net-worth individuals
 - (c) Online banking services
 - (d) Banking focused solely on profit maximization
23. _____ is crucial for excellent customer service in banks.
- (a) High service charges
 - (b) Efficient and personalized service
 - (c) Limited banking hours
 - (d) Minimal staff interaction
24. Direct marketing in banking typically includes _____.
- (a) Mass media advertising
 - (b) Personalized emails and calls
 - (c) Public events
 - (d) Press releases
25. _____ is the primary goal of customer service in banking.
- (a) To reduce the number of branches
 - (b) To enhance customer satisfaction and loyalty
 - (c) To increase service charges
 - (d) To focus on large corporations only

26. _____ is the primary purpose of advertising in banking.

- (a) To reduce costs
- (b) To inform and persuade potential customers about products and services
- (c) To close branches
- (d) To hire new employees

27. _____ is a type of promotional activity for banks.

- (a) Direct mail campaigns
- (b) Sponsoring community events
- (c) Social media advertising
- (d) All of the above

28. _____ is the scope of advertising in banking.

- (a) Only product announcements
- (b) Only interest rate changes
- (c) Broad range including brand building, product launches, and customer engagement
- (d) Only regulatory updates

29. _____ is a key feature of effective bank marketing personnel.

- (a) Strong product knowledge
- (b) High sales targets
- (c) Minimal customer interaction
- (d) High service charges

30. _____ is a common method to motivate bank employees.

- (a) Offering competitive salaries
- (b) Providing regular training and development opportunities
- (c) Recognizing and rewarding performance
- (d) All of the above

31. _____ is a key benefit of well-trained bank employees.
- (a) Higher operational costs (b) Enhanced customer satisfaction and loyalty
(c) Reduced number of bank branches (d) Increased service charges
32. Remarketing means _____.
- (a) Marketing a product that was previously marketed (b) Reducing marketing efforts for a product
(c) Marketing to customers who have already purchased (d) Promoting a new product
33. _____ is important for a bank branch layout.
- (a) Efficient use of space (b) Aesthetic appeal
(c) Customer convenience (d) All of the above

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the components of holistic marketing concept.
[OR]
(b) Illustrate the importance of remarketing campaigns for a firm.
35. (a) Describe the external marketing environment in banks.
[OR]
(b) Explain SWOT analysis in bank marketing and its use in developing marketing strategies.
36. (a) Explain the marketing segmentation bases from the perspective of a bank.
[OR]
(b) Discuss the broad classification of products offered by banks.
37. (a) Analyse the scope and implications of product management.
[OR]
(b) Discuss the prominent pricing strategies.
38. (a) Examine the advantages and disadvantages of deregulation of savings bank deposit.
[OR]
(b) Explain in detail the objectives of Promotion Mix.
39. (a) Discuss the different types of services given by the banks to their customers.
[OR]
(b) State the objectives of advertising.
40. (a) Describe different factors affecting on selection of bank marketing personnel in bank.
[OR]
(b) Examine the scope of training in bank marketing.

ONLINE PROGRAMME EXAMINATIONS
B.B.A. DEGREE EXAMINATION, DECEMBER 2024.

Third Year - Sixth Semester
BUSINESS ADMINISTRATION
FINANCIAL MANAGEMENT
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Which financial management system component is responsible for monitoring and controlling financial transactions?

(a) Financial Planning	(b) Financial Analysis
(c) Financial Control	(d) Financial Reporting
2. In the evolution of financial management, what marked the shift from a traditional approach to a modern approach?

(a) Emphasis on accounting records	(b) Focus on day-to-day financial operations
(c) Integration of risk management and strategic planning	(d) Importance of historical cost
3. What is the primary objective of a firm in the traditional view of financial management?

(a) Stakeholder satisfaction	(b) Profit maximization
(c) Environmental sustainability	(d) Customer loyalty
4. Which objective is considered superior in modern financial management?

(a) Profit maximization	(b) Revenue maximization
(c) Shareholders' wealth maximization	(d) Market share maximization
5. What is the primary purpose of financial planning in a business?

(a) To increase market share	(b) To ensure sufficient funds for achieving business objectives
(c) To develop new products	(d) To enhance employee satisfaction

6. Which of the following best describes a budget?
- (a) A long-term strategic plan
(b) A detailed financial plan for a specific period
(c) A list of all assets and liabilities
(d) A report on past financial performance
7. What is the fundamental principle behind the time value of money?
- (a) Money loses value over time due to inflation
(b) Money today is worth more than the same amount in the future
(c) Money in the future is worth more than money today
(d) Money's value remains constant over time
8. Which method calculates the future value of an investment based on a specified interest rate?
- (a) Compounding
(b) Discounting
(c) Depreciation
(d) Amortization
9. What does the term "cost of capital" refer to in financial management?
- (a) The total amount of capital invested in the business
(b) The rate of return a firm must earn on its investments to maintain its market value and attract funds
(c) The cost associated with producing goods and services
(d) The operating expenses of a company
10. How is the cost of debt typically calculated for a firm?
- (a) By taking the average of all interest rates on existing debt
(b) By multiplying the interest rate on debt by $(1 - \text{tax rate})$
(c) By adding the interest rates of all debts
(d) By using the prime lending rate

11. Operating leverage helps in analysis of:

- (a) Business Risk,
- (c) Production Risk,

- (b) Financing Risk,
- (d) Credit Risk

12. Which of the following is studied with the help of financial leverage?

- (a) Marketing Risk,
- (c) Foreign Exchange Risk,

- (b) Interest Rate Risk,
- (d) Financing risk

13. Capital Budgeting is a part of:

- (a) Investment Decision,
- (c) Marketing Management,

- (b) Working Capital Management,
- (d) Capital Structure.

14. Capital Budgeting deals with:

- (a) Long-term Decisions,
- (c) Both (a) and (b),

- (b) Short-term Decisions,
- (d) Neither (a) nor (b).

15. What is the primary focus of capital structure theories?

- (a) Determining the optimal production levels
- (c) Establishing pricing strategies for products

- (b) Analyzing the proportion of debt and equity financing used by a firm
- (d) Deciding the best investment opportunities

16. Which theory suggests that the capital structure is irrelevant to a firm's value in a perfect market?
- (a) Trade-off Theory (b) Pecking Order Theory
(c) Modigliani-Miller Theorem (d) Agency Theory
17. What is an example of a long-term source of finance?
- (a) Bank overdraft (b) Commercial paper
(c) Issuing bonds (d) Accounts receivable financing
18. Which short-term financing option allows a company to borrow up to a certain limit as needed and repay it as funds become available?
- (a) Factoring (b) Bank overdraft
(c) Leasing (d) Equity financing
19. In a hire purchase agreement, when does the ownership of the asset transfer to the buyer?
- (a) Immediately upon signing the contract (b) After making the first payment
(c) After completing all scheduled payments (d) Upon a down payment
20. What is the primary purpose of infrastructure project financing?
- (a) To finance daily operational expenses of businesses (b) To fund significant public infrastructure projects such as roads and bridges
(c) To provide short-term working capital (d) To support small business startups

21. What is the primary focus of Walter's Model in dividend policy?
- (a) It examines the impact of dividends on stock prices in a perfect market
(b) It analyzes the relationship between internal rate of return and cost of capital to determine optimal dividend policy
(c) It studies the tax implications of dividend distributions
(d) It focuses on the market perception of dividend announcements
22. According to Walter's Model, when should a company pay dividends to maximize its value?
- (a) When the internal rate of return (r) is greater than the cost of capital (k)
(b) When the internal rate of return (r) is less than the cost of capital (k)
(c) When the internal rate of return (r) is equal to the cost of capital (k)
(d) When the company has excess cash reserves
23. What does the operating cycle method analyze in the context of working capital management?
- (a) The company's profitability over time
(b) The time taken to convert current assets into cash
(c) The company's long-term investment strategies
(d) The structure of a company's equity and debt
24. Which component is NOT typically included in the calculation of the operating cycle?
- (a) Inventory conversion period
(b) Receivables collection period
(c) Payables deferral period
(d) Fixed asset turnover period
25. Which facet of cash management involves monitoring daily cash inflows and outflows?
- (a) Cash budgeting
(b) Cash planning
(c) Cash forecasting
(d) Cash control

26. Cash planning involves:

- | | |
|--|---|
| (a) Estimating the future cash needs of a company | (b) Tracking daily cash transactions |
| (c) Calculating the interest earned on cash reserves | (d) Analyzing the impact of inflation on cash flows |

27. What does a company's credit policy primarily determine?

- | | |
|--|---------------------------------------|
| (a) The amount of inventory to maintain | (b) The level of advertising spending |
| (c) The terms under which credit will be extended to customers | (d) The salaries of employees |

28. Collection procedures in credit management focus on:

- | | |
|--|--|
| (a) Determining the optimal cash balance | (b) Ensuring prompt payment from customers |
| (c) Calculating interest on overdue invoices | (d) Negotiating discounts with suppliers |

29. Which type of financing involves the lender providing funds against the security of a company's receivables, inventory, or other assets?

- | | |
|-----------------------------|---------------------------|
| (a) Lease financing | (b) Asset-based financing |
| (c) Hire purchase financing | (d) Project financing |

30. How does extending the receivables collection period impact working capital?

- | | |
|---|---------------------------------------|
| (a) It increases working capital | (b) It decreases working capital |
| (c) It has no effect on working capital | (d) It only affects long-term capital |

31. What does determining the optimum cash balance involve?

- (a) Keeping excess cash to maximize returns
- (b) Maintaining the minimum cash required to meet obligations
- (c) Allocating cash for long-term investments
- (d) Aligning cash holdings with operational needs and opportunity costs

32. The Baumol Model helps in:

- (a) Determining the optimal order quantity for inventory
- (b) Calculating the optimal cash balance to minimize transaction costs
- (c) Estimating the duration of the operating cycle
- (d) Assessing the impact of interest rates on cash management

33. The Economic Order Quantity (EOQ) model is used to:

- (a) Determine the optimal level of inventory to minimize ordering and holding costs
- (b) Calculate the annual interest rate
- (c) Forecast sales revenues
- (d) Forecast sales revenues

PART - B

(7 X 6 = 42)

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

34. (a) Discuss the scope of financial Management.

[OR]

(b) Discuss the objectives of Financial Management.

35. (a) What is meant by financial planning? Explain the various steps involved in financial planning?

[OR]

(b) Discuss the concept of time value of money.

36. (a) What do you understand by cost of capital? How is it ascertained?

[OR]

(b) The following information relate to two companies:

Company	Sales Rs.	Variable cost Rs.	Fixed cost Rs.	Interest Rs.
P Ltd.	5,00,000	2,00,000	1,50,000	50,000
Q Ltd.	10,00,000	3,00,000	4,00,000	1,00,000

You are required to calculate the various leverages and comment upon it.

37. (a) Determine the pay- back period for a project which requires a cash outlay of Rs. 10,000 and generates cash inflows of Rs. 2,000, Rs. 4,000, Rs. 3,000, and Rs. 2,000 in the first, second, third and fourth year respectively.

[OR]

(b) What factors should be considered in determining the capital structure of a company?

38. (a) Explain the short term sources from which a large signed industrial enterprise can raise capital for its requirements.

[OR]

(b) Discuss the merits and demerits of lease financing.

39. (a) What are the different forms of dividend?

[OR]

(b) Discuss the concept of operating cycle method in working capital.

40. (a) Explain the various cash management models.

[OR]

(b) Discuss the factors which influence the size of receivables.

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ONLINE PROGRAMME EXAMINATIONS
B.B.A DEGREE EXAMINATION, DECEMBER 2024
Third Year - Fourth Semester
BUSINESS ADMINISTRATION
BUSINESS LAW
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. _____ is the primary focus of business law.
(a) Regulation of individual behavior
(b) Governance of business transactions and commercial relationships
(c) Management of government agencies
(d) Oversight of environmental regulations
2. Which of the following is NOT a source of business law?
(a) Judicial Decisions
(b) Parliamentary Legislation
(c) Company Policies
(d) Customs and Trade Practices
3. _____ is legally binding agreement between two or more parties called under the Indian Contract Act, 1872?
(a) Contract
(b) Offer
(c) Proposal
(d) Tender
4. Which of the following is NOT an essential element of a valid contract according to the Indian Contract Act, 1872?
(a) Free Consent
(b) Lawful Object
(c) Unilateral Offer
(d) Lawful Consideration
5. _____ is the primary role of an agent in the Law of Agency.
(a) To act on behalf of a principal
(b) To legislate new laws
(c) To manage government policies
(d) To create legal documents

6. Which of the following is NOT a method of creating an agency?
- (a)By express agreement (b)By ratification
(c)By necessity (d)By government appointment
7. Under the Sale of Goods Act, 1930, which of the following is NOT considered an essential element of a contract of sale?
- (a)Transfer of ownership (b)Mutual consent
(c)Credit agreement (d)Payment of price
8. _____ is the primary distinction between a "sale" and an "agreement to sell" under the Sale of Goods Act, 1930.
- (a)Transfer of property occurs immediately in a sale (b)Transfer of property is conditional in an agreement to sell
(c)A sale involves only tangible goods (d)An agreement to sell requires immediate payment
9. _____ term describes an instrument that can be freely transferred from one person to another, who becomes entitled to its payment.
- (a)Negotiable instrument (b)Transferable document
(c)Endorsed note (d)Promissory bond
10. Which negotiable instrument is primarily used for unconditional payment by one person to another on demand or at a specified future time?
- (a)Promissory note (b)Bill of exchange
(c)Cheque (d)Demand draft

11. _____ document governs the rights and obligations of partners in a partnership.
- (a)Partnership deed (b)Partnership agreement
(c)Articles of association (d)Memorandum of understanding
12. _____ term describes the termination of a partnership due to mutual agreement or operation of law.
- (a)Dissolution (b)Liquidation
(c)Termination (d)Expiration
13. _____ is the primary document that governs the constitution and rules of a company under the Companies Act, 1956.
- (a)Memorandum of Association (b)Articles of Association
(c)Prospectus (d)Annual Report
14. Which type of company limits the liability of its members to the amount unpaid on their shares?
- (a)Private Limited Company (b)Public Limited Company
(c)One Person Company (d)Partnership Company
15. The primary purpose of the Consumer Protection Act, 1986 (COPRA) is _____
- (a)To promote fair competition among businesses (b)To ensure consumers have legal recourse for grievances
(c)To regulate prices of consumer goods (d)To provide tax exemptions to consumers

16. Which body at the national level is responsible for promoting and protecting the rights of consumers under COPRA?
- (a)Consumer Protection Council (b)Central Consumer Protection Council
(c)District Consumer Disputes Redressal Forum (d)State Consumer Disputes Redressal Commission
17. _____ is the primary objective of the Competition Act, 2002
- (a)To regulate consumer protection (b)To promote fair competition and protect consumers
(c)To govern corporate tax policies (d)To regulate international trade agreements
18. What are the key features of the Competition Act, 2002, aimed at preventing anti-competitive practices?
- (a)Price regulation and control (b)Prohibition of monopolistic agreements and abuse of dominant position
(c)Tax exemptions for small businesses (d)Promotion of cartelization among businesses
19. _____ is the key function of the Patent Act in the realm of intellectual property.
- (a)To promote the trading of patents internationally (b)To provide inventors with exclusive rights to their inventions
(c)To monitor and regulate corporate financial activities (d)To oversee the global distribution of inventions
20. _____ agreement under the WTO significantly influenced amendments to the Patent Act to enhance protection of intellectual property rights globally.
- (a)General Agreement on Tariffs and Trade (GATT) (b)Trade-Related Aspects of Intellectual Property Rights (TRIPS)
(c)Agreement on Agriculture (d)General Agreement on Trade in Services (GATS)

21. What term under the Information Technology Act, 2000, refers to an encrypted key that verifies the authenticity of a digital message or document?
- (a) Digital signature (b) Biometric key
(c) Electronic token (d) Cyber seal
22. How does the Information Technology Act, 2000, define a body responsible for issuing digital certificates?
- (a) Certifying authority (b) Cyber security agency
(c) Data protection board (d) IT compliance authority
23. _____ enterprises are classified under the MSMED Act, 2006, based on investment in plant and machinery or equipment for the manufacturing sector.
- (a) Micro, Small, and Medium (b) Tiny, Small, and Large
(c) Minor, Medium, and Large (d) Cottage, Small, and Medium
24. What is the upper limit of investment in plant and machinery for an enterprise to be classified as a micro enterprise in the manufacturing sector under the MSMED Act, 2006?
- (a) ₹25 lakhs (b) ₹50 lakhs
(c) ₹1 crore (d) ₹2 crores
25. _____ feature of the MSMED Act, 2006, is designed to support the growth of small industries by reserving certain products for exclusive manufacturing by micro and small enterprises?
- (a) Reservation policy (b) Licensing policy
(c) Industrial promotion policy (d) Export policy

26. How does the MSMED Act, 2006, facilitate easier access to finance for micro, small, and medium enterprises?
- (a) By mandating priority sector lending
(b) By providing direct government subsidies
(c) By eliminating all forms of taxation
(d) By offering free business consultancy services
27. _____ type of company meeting is held annually to discuss financial statements, dividends, and appointment of directors?
- (a) Annual General Meeting (AGM)
(b) Extraordinary General Meeting (EGM)
(c) Board Meeting
(d) Creditors' Meeting
28. What is the minimum notice period required for calling an Annual General Meeting (AGM) under the Companies Act, 2013?
- (a) 7 days
(b) 14 days
(c) 21 days
(d) 30 days
29. The case of Taylor v. Caldwell (1883) deals with-
- (a) discharge of contract by destruction of subject matter,
(b) anticipatory breach of contract
(c) discharge of contract by death of a party
(d) breach of contract.
30. A contract to pay B Rs. 10,000 if B's house is burnt – This is a _____
- (a) wagering agreement
(b) void
(c) voidable agreement
(d) contingent contract

31. Each party is a promisor and a Promisee in case of _____
- (a)past consideration (b)present consideration
(c)every contract (d)reciprocal promises
32. There is a counter-offer when_____
- (a)The offeree gives conditions for acceptance or introduces a fresh term in acceptance (b)The offeror makes a fresh offer
(c)The offeree makes some query. (d)The offeree accepts it.
33. If there is a fraudulent misrepresentation as to the character of a document, the contract is _____
- (a)void (b)voidable
(c)valid (d)illegal

PART - B

(7 X 6 = 42)

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

34. (a) Illustrate the sources of Law.
[OR]
(b) Explain the types of Contracts.
35. (a) Describe the duties and rights of an agent in an agency relationship.
[OR]
(b) Explain the difference between 'conditions' and 'warranties' in a contract of sale.
36. (a) Differentiate between a promissory note, a bill of exchange, and a cheque.
[OR]
(b) Describe the process and legal implications of registering a partnership.
37. (a) Discuss the different classifications of companies
[OR]
(b) Explain the roles and functions of the Consumer Protection Councils.
38. (a) Describe the major offences and penalties under the Competition Act, 2002.
[OR]
(b) Explain the Amendments of WTO Agreements.
39. (a) Explain the salient features of the Information Technology Act, 2000.
[OR]
(b) Discuss the importance of the Micro, Small and Medium Enterprises (MSME) sector in the Indian economy.
40. (a) Describe the credit policy initiatives under the MSME Act.
[OR]
(b) Discuss the types of meetings conducted by the companies.

ONLINE PROGRAMME EXAMINATIONS
B.B.A DEGREE EXAMINATION, DECEMBER 2024
Third Year - Sixth Semester
ENTREPRENEURSHIP
(CBCS - 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. _____ is a fundamental characteristic of an entrepreneur.
(a) Seeking job security (b) Avoiding risk
(c) Innovating and taking risks (d) Working in a corporate job
2. Which of the following is a government agency that supports entrepreneurship in the United States?
(a) World Trade Organization (b) United Nations
(c) Small Business Administration (SBA) (d) International Monetary Fund
3. _____ is a critical skill for an entrepreneur.
(a) Proficiency in only technical skills (b) Risk aversion
(c) Ability to innovate and adapt (d) Relying solely on existing business models
4. According to Schumpeter, innovative entrepreneurs would:
(a) Thrive in the market (b) Not survive and disappear from the market.
(c) Get absorbed within larger innovative businesses (d) Get absorbed within non-innovative businesses
5. Which of the following best describes a business idea?
(a) A detailed business plan ready for execution (b) A concept that can be developed into a profitable venture
(c) An established company with an existing customer base (d) A finished product ready for market launch

6. What is a primary step in evaluating a business opportunity?
- (a) Immediately launching the product
 - (b) Skipping the analysis phase
 - (c) Assessing the feasibility and market potential
 - (d) Ignoring competitor activity
7. Why is a business plan crucial for a new startup?
- (a) It serves as a legal document for registering the business.
 - (b) It provides a roadmap for business goals and strategies, helping to secure funding.
 - (c) It is mainly used to compare with competitors' business plans.
 - (d) It is only required for large corporations and not startups.
8. _____ is a common element examined in a feasibility study for a business plan.
- (a) The feasibility of personal goals
 - (b) Market demand and competition analysis
 - (c) Employee satisfaction levels
 - (d) The design of the company's logo
9. Why is financing crucial for a new venture?
- (a) To ensure high levels of personal savings
 - (b) To support business operations and growth in the initial stages
 - (c) To avoid paying taxes
 - (d) To prevent the need for any strategic planning
10. What should be the main worry of a company's founder who ask for capital in exchange for equity shares in their Venture?
- (a) Valuation
 - (b) Control
 - (c) Capitalisation
 - (d) legal formalities.

11. Why is financing crucial for a new venture?
- (a) To ensure high levels of personal savings
 - (b) To support business operations and growth in the initial stages
 - (c) To avoid paying taxes
 - (d) To prevent the need for any strategic planning
12. Which of the following is an example of an ownership security in a new venture?
- (a) Bank loan
 - (b) Common stock
 - (c) Equipment lease
 - (d) Short-term loan
13. What is a primary consideration when choosing the legal form of a new venture?
- (a) Marketing strategy
 - (b) Intellectual property protection
 - (c) Employee benefits
 - (d) Raw material costs
14. Which legal form typically offers limited liability to its owners?
- (a) Sole proprietorship
 - (b) Partnership
 - (c) Corporation
 - (d) Cooperative
15. _____ is a characteristic of high-growth new ventures.
- (a) Low risk tolerance
 - (b) Slow adaptation to market changes
 - (c) Rapid revenue growth
 - (d) Minimal innovation

16. Which strategy focuses on increasing market share within existing markets?
- (a)Diversification (b)Market penetration
(c)Product development (d)Market development
17. Which classification method categorizes projects based on their risk and reward profiles?
- (a)SWOT analysis (b)Market segmentation
(c)Portfolio analysis (d)Product differentiation
18. What is the primary purpose of conducting a break-even analysis for a project?
- (a)To determine project profitability (b)To assess market demand
(c)To evaluate technological feasibility (d)To analyze competitor strategies
19. Which institution primarily provides long-term financing to industrial projects in India?
- (a)ICICI (b)Commercial banks
(c)IDBI (d)LIC
20. What is a primary role of commercial banks in financing entrepreneurs?
- (a)Providing seed funding (b)Offering long-term loans
(c)Managing IPOs (d)Facilitating foreign investments

21. SSI stand for_____

(a)Small Savings Initiative

(b)Small Scale Industries

(c)Strategic Sales and Investments

(d)Sustainable Supply Integration

22. Which government body regulates and promotes Small Scale Industries in India?

(a)SEBI

(b)RBI

(c)SIDBI

(d)DIC

23. Which institution provides entrepreneurial guidance and support at the district level in India?

(a)SIDCO

(b)NAYE

(c)DIC

(d)NSIC

24. Which organization focuses on the development of khadi and village industries in India?

(a)NSIC

(b)ITCOT

(c)KVIC

(d)TCDS

25. In the context of entrepreneurship, what does bankruptcy refer to?

(a)Financial success

(b)Business closure due to insolvency

(c)Rapid expansion strategy

(d)Technological innovation

26. Which term describes the process of transferring ownership and management to the next generation?
- (a) Succession (b) Merger
(c) Acquisition (d) Liquidation
27. What is the primary goal of Seed Capital assistance programmes ?
- (a) Providing tax exemptions (b) Offering venture capital
(c) Promoting energy conservation (d) Facilitating international trade
28. _____ aims to encourage industrial growth in economically disadvantaged regions.
- (a) Capital subsidy (b) Energy concessions
(c) Backward area development schemes (d) Sales tax concessions
29. What is the primary characteristic of an entrepreneurial culture in society?
- (a) Risk aversion (b) Innovation and creativity
(c) Centralized decision-making (d) Strict hierarchy
30. _____ is the main implication of fostering an entrepreneurial society.
- (a) Reduced economic growth (b) Increased job security
(c) Enhanced economic dynamism (d) Higher unemployment rates

31. High potential venture _____

- (a) has the same growth potential as a life-style firm
- (b) starts out like life-style firm+
- (c) drawing interest of private investors only
- (d) None of these

32. 'Angels' usually provides which type of financing?

- (a) Debt
- (b) Equity
- (c) Stock
- (d) None of these

33. Entrepreneurship Development Program is helpful for _____

- (a) First-generation entrepreneurs
- (b) Future generation entrepreneurs
- (c) Existing Entrepreneurs
- (d) None of the above

PART - B

(7 X 6 = 42)

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

34. (a) State the qualities of a successful Entrepreneur.

[OR]

(b) Discuss the functions of an entrepreneur.

35. (a) What are the steps involved in Business opportunity identification?

[OR]

(b) Discuss the significance of a business plan.

36. (a) What are the different types of ownership securities?

[OR]

(b) State the significance of choosing the legal form of new venture.

37. (a) What to you understand by small business project identification? Explain the internal and external constraints in project identification.

[OR]

(b) Explain the process of preparing a feasibility report.

38. (a) Explain the functions and role of IDBI in Entrepreneur development.

[OR]

(b) "Industrial sickness is the outcome of several factors" explain.

39. (a) What is District Industrial Center? Explain its functions.

[OR]

(b) Differentiate between succession and harvesting strategy in Entrepreneurial culture.

40. (a) What is EDP? What are the entrepreneurship development programs in India?

[OR]

(b) What is Intrapreneurship? What are the importance of Intrapreneurship?

