

**N-1701**

**COURSE CODE**

**200311B**

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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 is the process by which messages are transferred from source to:  

(a)Channel	(b)message
(c)receiver	(d)effects
  
2. Which of the following is a characteristic of interpersonal communication?  

(a)It is both focused and unfocused	(b)It is not participation friendly
(c)It is philosophical	(d)It is metaphorical
  
3. Communication is a part of \_\_\_\_ skills.  

(a)Soft	(b)hard
(c)rough	(d)short
  
4. Our dress code is an example of \_\_\_\_.  

(a)Verbal	(b)nonverbal
(c)written	(d)spoken
  
5. Mass communication as a discipline has drawn ideas from\_\_.  

(a)Physics	(b)chemistry
(c)philosophy	(d)material science

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6. The first essential for effective communication is \_\_\_\_.
- (a)to be vibrant (b)to be stylistic  
(c)to be complicated (d)to be clear
7. The purpose of constructing meeting is \_\_\_\_.
- (a)displaying the work ethics (b)focussing the rules and regulations  
(c)sharing, exchanging and evaluating information (d)controlling the workers
8. Oral communication is also referred to as \_\_\_\_ communication.
- (a)nonverbal (b)written  
(c)mass (d)verbal
9. What is feedback in communication process?
- (a)a critique of the speaker's style (b)a response from the audience  
(c)an interruption (d)a summary of the message
10. What role do visuals play in oral communication?
- (a)they distract the audience (b)they enhance understanding  
(c)they are unnecessary (d)they only work in written communication

11. The four types of intonations are :

- (a)slipping, dipping, blaring and soothing
- (c)shouting, whispering, speaking and croaking

- (b)rising, falling, dipping and peaking
- (d)rising , falling, channeling and sliding

12. \_\_\_\_ is the last speech in any event or functions.

- (a)vote of thanks
- (c)keynote address

- (b)welcome address
- (d)presidential address

13. \_\_\_\_\_ refers to the appeal of logic, reason, cognitive , data and facts.

- (a)pathos
- (c)logos

- (b)intonation
- (d)tone

14. \_\_\_\_\_ determines the vocal impact created by a speaker

- (a)voice modulation
- (c)good handwriting

- (b)content
- (d)visula aids

15. Good speakers are those who earn the attention of the audience in \_\_\_\_ of the speech.

- (a)the beginning
- (c)the end

- (b)the middle
- (d)the preparation

16. Which of the following is a key element of effective written communication?

(a)jargon and complex language

(b)clear and concise

(c)passive voice

(d)ambiguous phrasing

17. Which of the following is an example of written communication?

(a)a phone call

(b)a face to face meeting

(c)a report

(d)a speech

18. \_\_\_\_ is a group of words without a finite verb, which describes a noun and functions like an adjective.

(a)adjective phrase

(b)adverbial phrase

(c)noun phrase

(d)phrase

19. Words and expressions which do not contribute to the total meaning of the sentence called \_\_\_\_.

(a>tag questions

(b)fragments

(c)redundancies

(d)overstatements

20. If you work hard, you \_\_\_\_ the exam.

(a)will pass

(b)would pass

(c)pass

(d)passed

21. \_\_\_\_ is a group of words that have a subject and a predicate.

- |              |            |
|--------------|------------|
| (a)phrase    | (b)clause  |
| (c)predicate | (d)subject |

22. \_\_\_\_ can be defined as a group of sentences that expresses a single idea.

- |                |                  |
|----------------|------------------|
| (a)an essay    | (b)a poem        |
| (c)a paragraph | (d)a short story |

23. Which of the following is not a characteristic of a good essay?

- |             |                   |
|-------------|-------------------|
| (a)brevity  | (b)clarity        |
| (c)fakeness | (d)personal touch |

24. A/an \_\_\_\_ essay includes the description of some person, place or thing.

- |               |                |
|---------------|----------------|
| (a)reflective | (b)expository  |
| (c)narrative  | (d)descriptive |

25. A research is a tool with one specific purpose:

- |                      |                        |
|----------------------|------------------------|
| (a)to get a job      | (b)to win an interview |
| (c)to discuss salary | (d)to know about work  |

26. The word CV is derived from?

- (a)French
- (c)Latin

- (b)Greek
- (d)German

27. \_\_\_\_\_ is the most well-known branch of nonverbal communication.

- (a)face to face communication
- (c)kinetics

- (b)oral communication
- (d)interpersonal communication

28. Nonverbal communication is mostly\_\_\_\_\_.

- (a)mechanical
- (c)structured

- (b)organic
- (d)unstructured

29. Which of the following groups has the components of paralanguage communication?

- (a)voice, emphasis, and impression
- (c)voice, social space and expression.

- (b)social space, voice, and impression
- (d)emphasis, social space and voice.

30. A report is s piece of writing that describes\_\_\_\_\_.

- (a)emotions and feelings of everyday life
- (c)indepth information about a topic using facts

- (b)an elaborate life story of great people
- (d)the ending of event which always leaves scope for query.

31. In a technical report which of these must be avoided:

- |                          |                         |
|--------------------------|-------------------------|
| (a)subjective evaluation | (b)objective evaluation |
| (c)logical conclusion    | (d)facts                |

32. Which of these must be avoided in a meeting?

- |               |              |
|---------------|--------------|
| (a)patience   | (b)fact      |
| (c)leadership | (d)criticism |

33. Which of the following qualities are important in a group discussion?

- |                        |                   |
|------------------------|-------------------|
| (a)emotional stability | (b)hostility      |
| (c)ignorance           | (d)aggressiveness |

PART - B

(7 X 6 = 42)

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

34. (a) Differentiate between upward and downward communication?

[OR]

(b) Write a short note on the barriers to communication.

35. (a) Write shortly on the major forms of oral communication.

[OR]

(b) Bring out the importance of time management in delivering a speech.

36. (a) Analyse the main ingredients in the art of speaking .

[OR]

(b) write briefly on the main functions of auxiliary verbs.

37. (a) Assess the importance of adverb phrases with relevant examples.

[OR]

(b) Write a short note on the characteristics of an effective sentence.

38. (a) write a note on the main elements of a paragraph.

[OR]

(b) Write a note on do's and don'ts of resume writing.

39. (a) discuss in brief on the features of a good report

[OR]

(b) Analyse the importance of visual aids in a meeting.

40. (a) State the basic features of a group discussion

[OR]

(b) Write shortly on the characteristic qualities of a leader in a group discussion.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**First Year - Second Semester**  
**BUSINESS ADMINISTRATION**  
**PART I – COMMUNICATION SKILLS – II**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. What is the primary purpose of communication?

- (a) To share information and ideas
- (c) To create barriers

- (b) To confuse the audience
- (d) To avoid interaction

2. The content of communication refers to:

- (a) The tone of voice
- (c) The gestures used

- (b) The actual message being conveyed
- (d) The medium of communication

3. What initiates the communication process?

- (a) The response
- (c) The noise

- (b) The channel
- (d) The stimulus

4. An immediate reaction to a message is called:

- (a) Passive response
- (c) Feedback

- (b) Distraction
- (d) Stimulus

5. Which of the following enhances effective speaking?

- (a) Speaking in a low, unclear voice
- (c) Speaking too fast

- (b) Ignoring audience feedback
- (d) Making eye contact and using gestures

6. A good speaker should:
- (a) Use technical jargon excessively
  - (b) Read directly from the script
  - (c) Speak clearly and confidently
  - (d) Avoid pauses
7. Pronunciation etiquette means:
- (a) Speaking without any pauses
  - (b) Using correct stress and intonation
  - (c) Speaking in a monotonous voice
  - (d) Avoiding consonant sounds
8. Poor pronunciation can lead to:
- (a) Enhanced clarity
  - (b) Miscommunication
  - (c) Increased credibility
  - (d) Improved understanding
9. What does phonetics study?
- (a) The sounds of human speech
  - (b) Sentence structures
  - (c) Written grammar rules
  - (d) Types of essays
10. Acoustic phonetics deals with:
- (a) How speech sounds are physically produced
  - (b) The transmission of sound waves
  - (c) How listeners interpret sounds
  - (d) The structure of sentences

11. Which of the following is a soft skill?

- (a) Leadership
- (c) Data analysis

- (b) Coding
- (d) Accounting

12. Self-assessment in communication helps to:

- (a) Identify strengths and weaknesses
- (c) Avoid improvement

- (b) Ignore feedback
- (d) Memorize definitions

13. A productive language skill is:

- (a) Listening
- (c) Writing

- (b) Reading
- (d) Understanding

14. A learner-centred approach emphasizes:

- (a) Teacher lectures
- (c) Active student participation

- (b) Passive listening
- (d) Memorization

15. Which is a type of listening?

- (a) Empathetic listening
- (c) Passive reading

- (b) Selective speaking
- (d) Defensive speaking

16. What is a crucial skill for interview success?

- (a) Ignoring the interviewer
- (c) Providing vague answers

- (b) Listening carefully and responding clearly
- (d) Speaking without thinking

17. A formal conversation typically occurs:

- (a) Among close friends
- (c) During casual talks

- (b) At a party
- (d) In a business meeting

18. Engaging in a conversation requires:

- (a) Interrupting frequently
- (c) Paying attention and responding appropriately

- (b) Ignoring the listener
- (d) Speaking without listening

19. What is an example of a formal mode of conversation?

- (a) A speech at a conference
- (c) A joke among friends

- (b) A friendly chat
- (d) A casual social media post

20. In a conversation, active listening means:

- (a) Nodding without understanding
- (c) Focusing on the speaker and responding thoughtfully

- (b) Avoiding eye contact
- (d) Interrupting frequently

21. A strong paragraph should have:

- |                                  |   |
|----------------------------------|---|
| (a) Unrelated ideas              | (b) A clear topic sentence and supporting details |
| (c) Random points mixed together | (d) No structure                                  |

22. A well-structured sentence in communication should be:

- |                                   |                          |
|-----------------------------------|--------------------------|
| (a) Clear and concise             | (b) Long and complicated |
| (c) Filled with unnecessary words | (d) Confusing            |

23. Technical writing is primarily used for:

- |                            |  |
|----------------------------|--|
| (a) Fictional storytelling | (b) Poetry                                 |
| (c) Expressing emotions    | (d) Instructional and informative purposes |

24. What is a key aspect of editing?

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| (a) Ignoring grammatical errors     | (b) Making the text more complex |
| (c) Improving clarity and coherence | (d) Adding irrelevant details    |

25. Business communication should be:

- |                         |                              |
|-------------------------|------------------------------|
| (a) Informal and casual | (b) Unstructured             |
| (c) Filled with slang   | (d) Professional and concise |

26. A resume should focus on:

- (a) Work experience and qualifications
- (c) Family background

- (b) Personal hobbies
- (d) Personal opinions

27. A press release is mainly used to:

- (a) Advertise personal opinions
- (c) Replace emails

- (b) Communicate official information to the public
- (d) Maintain secrecy

28. An interviewer should:

- (a) Avoid preparation
- (c) Ask relevant and clear questions

- (b) Interrupt frequently
- (d) Provide vague instructions

29. Communication is the process of:

- (a) Creating misunderstandings
- (c) Avoiding interaction

- (b) Keeping thoughts to oneself
- (d) Transmitting information

30. The key components of communication include:

- (a) Sender, Message, Receiver, Feedback
- (c) Just the message

- (b) Only the sender and receiver
- (d) Words and emotions only

31. In communication, stimulus is:

- (a) A barrier to interaction
- (b) The factor that triggers a response
- (c) An unnecessary element
- (d) A type of noise

32. The response in communication is also known as:

- (a) The message
- (b) Feedback
- (c) A distraction
- (d) A barrier

33. What is a key guideline for effective speaking?

- (a) Speaking in a monotone
- (b) Using clear pronunciation and expression
- (c) Ignoring audience reactions
- (d) Speaking without pauses

PART - B

(7 X 6 = 42)

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

34. (a) How to make an effective use of communication technology?

[OR]

(b) What is audio-visual communication?

35. (a) What are the ten commandments of good speaking?

[OR]

(b) What are the factors affecting teaching – learning of pronunciation?

36. (a) Write a short note on the types of diphthongs?

[OR]

(b) Differentiate personal and inter-personal skills.

37. (a) Write a short note on learner centre activity

[OR]

(b) Write a short note on interview skills.

38. (a) write shorty on introducing ourself in an effective conversation skills.

[OR]

(b) Expand and explain PPP.

39. (a) What are the principles of effective writing?

[OR]

(b) Give some tips to develop, improve and excel in creative writing.

40. (a) What are the main purposes of writing?

[OR]

(b) What are the uses of crisp language and current words?

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COURSE CODE

200313

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. Demand for a commodity refers to

- |   |   |
|---|---|
| (a) Need for the commodity  | (b) Desire for the commodity            |
| (c) Amount of the commodity demanded at a particular price and at a particular time | (d) Quantity demanded of that commodity |

2. The subject matter of economics is concerned with

- |                               |                      |
|-------------------------------|----------------------|
| (a) Production                | (b) Consumption      |
| (c) Distribution and exchange | (d) All of the above |

3. The economic problem arises since

- |   |                           |
|---|---------------------------|
| (a) Wants are unlimited                       | (b) Resources are limited |
| (c) Resources are capable of alternative uses | (d) All of the above      |

4. The wants of the people are

- |               |                      |
|---------------|----------------------|
| (a) Limited   | (b) Satisfiable      |
| (c) Unlimited | (d) All of the above |

5. Economic problem arises in

- |                       |                           |
|-----------------------|---------------------------|
| (a) Planned economies | (b) Free market economies |
| (c) Mixed economies   | (d) All of the above      |

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6. The resources are:
- (a)Limited (b)Unlimited  
(c)Not only limited but are capable of alternative uses (d)None of the above
7. The problem of allocation of resources is concerned with:
- (a)What to produce (b)How to produce  
(c)For whom to produce (d)All of the above
8. The distribution of national product among the members of the society is the problem of:
- (a)What to produce (b)How to produce  
(c)For whom to produce (d)All of the above
9. Production is said to be efficient when
- (a)The re-allocation of resources cannot increase the production of the article even by one unit (b)More output is produced with the given input  
(c)Resources are fully employed (d)All of the above
10. Which one of the following come under macroeconomics?
- (a)Per capita income (b)Study of a firm  
(c)Individual income (d)Theory of factor pricing

11. Which one of the following is not come under macroeconomics?

- |                      |                      |
|----------------------|----------------------|
| (a)National income   | (b)Per capita income |
| (c)Disposable income | (d)Individual income |

12. Partial equilibrium analysis come under:

- |                      |                            |
|----------------------|----------------------------|
| (a)Micro economics   | (b)Macro economics         |
| (c)Welfare economics | (d)International economics |

13. Production and consumption takes place simultaneously in the case of

- |   |  |
|---|--|
| (a)Goods                                  | (b)Services                                  |
| (c)Both in the case of goods and services | (d)Neither in the case of goods and services |

14. Economics is a social science because

- |   |  |
|---|--|
| (a)The central point in economics is man and his problems                                 | (b)Economics uses scientific approach to derive its laws |
| (c)Like History, Politics and Psychology economics deals with the problems of human being | (d)All of the above                                      |

15. Economic growth can be achieved through

- |                        |                           |
|------------------------|---------------------------|
| (a)Advanced technology | (b)Expansion of resources |
| (c)Both A & B          | (d)Neither A & B          |

16. Micro economics doesn't deal with:

- |   |                                   |
|---|-----------------------------------|
| (a)The study of individual economic units | (b)Determination of factor prices |
| (c)Price determination of commodities     | (d)General equilibrium analysis   |

17. Name the economist who analyses the subject matter of economics into two branches: micro economic analysis and macroeconomic analysis.

- |                 |                    |
|-----------------|--------------------|
| (a)Adam Smith   | (b)Alfred Marshall |
| (c)Ragner Frisc | (d)P A Samuelson   |

18. Transformation of inputs into outputs is known as

- |                 |                |
|-----------------|----------------|
| (a)Production   | (b)Consumption |
| (c)Distribution | (d)Exchange    |

19. ----- is an example of secondary input

- |            |                 |
|------------|-----------------|
| (a)Land    | (b)Labour       |
| (c)Capital | (d)Raw material |

20. Odd-man out from the following

- |              |             |
|--------------|-------------|
| (a)Steel     | (b)Medicine |
| (c)Education | (d)Train    |

21. The choice of techniques of production is related to the problem of
- (a)What to produce
  - (b)How to produce
  - (c)For whom to produce
  - (d)None of the above
22. The functional relationship between inputs and outputs is called
- (a)Production function
  - (b)Consumption function
  - (c)Investment function
  - (d)Saving function
23. Firms owned by two or more individuals is known as
- (a)Proprietorship
  - (b)Partnership
  - (c)Corporations
  - (d)None of the above
24. Firms owned by two or more individuals is known as
- (a)Proprietorship
  - (b)Partnership
  - (c)Corporations
  - (d)None of the above
25. Firms owned by stock holders are known as
- (a)Proprietorship
  - (b)Partnership
  - (c)Corporations
  - (d)None of the above

26. The major objective of a firm is

- (a) Profit maximization
- (b) Revenue maximization
- (c) Sales maximization
- (d) None of the above

27. Which one of the following is an example of fixed input?

- (a) Raw materials
- (b) Casual workers
- (c) Plant and equipment
- (d) All of the above

28. In short-run

- (a) All inputs are fixed
- (b) All inputs are variable
- (c) Some inputs are fixed and some are variable
- (d) None of the above

29. In long-run

- (a) All inputs are fixed
- (b) All inputs are variable
- (c) Some inputs are fixed and some are variable
- (d) None of the above

30. Marginal product of a factor is

- (a) The additional product received by the firm due to the employment of an additional unit of a variable factor
- (b) Addition to the total product when one more unit of a factor is employed
- (c) The rate of change in the total product per unit change in the variable factor.
- (d) All of the above.

31. Production function expresses

- (a) The relationship between input and output
- (b) How maximum output is produced with the given input
- (c) What is the least-cost combination of input to produce the given output
- (d) All of the above

32. The variable cost of a firm varies in direct proportion to the

- (a) Volume of its output
- (b) Extent of its profits
- (c) Volume of its sale
- (d) All of the above

33. The 'point of inflection' come in which stage of the law of variable proportions

- (a) Stage I
- (b) Stage II
- (c) Stage III
- (d) None of the above

PART - B

(7 X 6 = 42)

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

34. (a) The origin of economics lies in endless human wants and scarcity of resources. Elaborate.

[OR]

(b) What is meant by time value of money? Why does the value of cash in hand have more value than the same amount of money expected to be available at some future date?

35. (a) Describe the law of diminishing marginal utility.

[OR]

(b) Explain the concept of cross-elasticity of demand.

36. (a) Describe the underlying assumptions of the production function.

[OR]

(b) 'Reduction in input costs is an important aspect of external economies.' Explain the statement.

37. (a) Examine the nature of costs in economics.

[OR]

(b) Analyse the conditions of competitive equilibrium.

38. (a) Discuss the concept of normal profits.

[OR]

(b) Differentiate between perfect and imperfect market structures

39. (a) Critically analyse Chamberlin's theory of monopolistic competition.

[OR]

(b) Explain the derivation of demand for a factor of production assuming that only one factor is demanded.

40. (a) Describe the antecedents of rent theory.

[OR]

(b) Explain the determination of national income through graphical presentation

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**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. Which branch of accounting deals with analyzing costs?

(a) Financial Accounting

(b) Management Accounting

(c) Cost Accounting

(d) Tax Accounting

2. Who are the end-users of accounting information?

(a) Engineers

(b) Customers

(c) Stakeholders

(d) Researchers

3. What are accounting principles?

(a) Legal regulations for businesses

(b) Rules guiding financial reporting

(c) Marketing guidelines

(d) Investment strategies

4. Which system of book-keeping records transactions in two accounts?

(a) Single-entry system

(b) Double-entry system

(c) Manual accounting

(d) Computerized system

5. What is the first step in the accounting process?

(a) Preparing financial statements

(b) Journalizing transactions

(c) Posting to ledger

(d) Preparing trial balance

6. What does a journal record?

- (a) Daily business operations
- (c) Budget projections

- (b) Financial transactions in chronological order
- (d) Customer records

7. What is a ledger?

- (a) A record of financial reports
- (c) A book of individual accounts

- (b) A summary of business meetings
- (d) A tax calculation tool

8. What is the purpose of posting?

- (a) Transferring entries from the journal to the ledger
- (c) Calculating profits

- (b) Approving financial reports
- (d) Managing customer accounts

9. What does a bank reconciliation statement do?

- (a) Tracks cash flow
- (c) Calculates loan interest

- (b) Matches bank and company records
- (d) Analyzes market trends

10. What is a bill of exchange?

- (a) Bank loan agreement
- (c) Tax receipt

- (b) Formal order for payment
- (d) Business license

11. What type of account do non-trading concerns maintain?
- |                     |                                    |
|---------------------|------------------------------------|
| (a) Trading account | (b) Income and expenditure account |
| (c) Sales account   | (d) Profit and loss account        |
12. What does a receipts and payments account record?
- |                       |                               |
|-----------------------|-------------------------------|
| (a) Outstanding debts | (b) Cash inflows and outflows |
| (c) Fixed assets      | (d) Employee wages            |
13. Which account records the salary paid to a partner?
- |   |                         |
|---|-------------------------|
| (a) Capital account                       | (b) Trading account     |
| (c) Profit and Loss Appropriation account | (d) Revaluation account |
14. Interest on capital is treated as:
- |                                |                |
|--------------------------------|----------------|
| (a) An appropriation of profit | (b) An expense |
| (c) A liability                | (d) An asset   |
15. Revaluation of assets is recorded when:
- |  |                                      |
|--|--------------------------------------|
| (a) There is a change in partnership structure | (b) At the end of the financial year |
| (c) During the payment of salaries             | (d) When profits are distributed     |

16. Goodwill is treated as:

- |                         |                     |
|-------------------------|---------------------|
| (a) A liability         | (b) A current asset |
| (c) An intangible asset | (d) A reserve       |

17. The legal ending of a partnership is called:

- |                    |                 |
|--------------------|-----------------|
| (a) Dissolution    | (b) Liquidation |
| (c) Reconstruction | (d) Revaluation |

18. On dissolution, assets are first used to pay:

- |                      |                          |
|----------------------|--------------------------|
| (a) Partners' loans  | (b) External liabilities |
| (c) Capital accounts | (d) Reserves             |

19. Share capital is shown under which head in a balance sheet?

- |                            |                            |
|----------------------------|----------------------------|
| (a) Equity and Liabilities | (b) Non-current assets     |
| (c) Current liabilities    | (d) Contingent liabilities |

20. The amount received on application of shares is credited to:

- |                               |                     |
|-------------------------------|---------------------|
| (a) Profit and Loss account   | (b) Capital reserve |
| (c) Share application account | (d) General reserve |

21. What is the term for canceling shares due to non-payment of calls?

- |                       |                             |
|-----------------------|-----------------------------|
| (a) Share revaluation | (b) Share forfeiture        |
| (c) Share premium     | (d) Share capital reduction |

22. Forfeited shares can be reissued at:

- |                |                  |
|----------------|------------------|
| (a) Face value | (b) Premium      |
| (c) Discount   | (d) Market price |

23. In banking, a provision is made for:

- |                            |                          |
|----------------------------|--------------------------|
| (a) Profits                | (b) Dividend payments    |
| (c) Bad and doubtful debts | (d) Shareholders' equity |

24. The primary goal of prudential norms is to:

- |                                |                              |
|--------------------------------|------------------------------|
| (a) Increase bank profits      | (b) Reduce taxes             |
| (c) Ensure financial stability | (d) Improve customer service |

25. Prudential norms are issued by:

- |                         |          |
|-------------------------|----------|
| (a) SEBI                | (b) RBI  |
| (c) Ministry of Finance | (d) ICAI |

26. The classification of bank assets is done under:

- |                            |                      |
|----------------------------|----------------------|
| (a) Banking Regulation Act | (b) Prudential norms |
| (c) Companies Act          | (d) Income Tax Act   |

27. Capital adequacy refers to a bank's:

- |                              |                   |
|------------------------------|-------------------|
| (a) Loan collection ability  | (b) Profitability |
| (c) Ability to absorb losses | (d) Market share  |

28. Which ratio measures capital adequacy?

- |                          |                                  |
|--------------------------|----------------------------------|
| (a) Liquidity ratio      | (b) Capital Adequacy Ratio (CAR) |
| (c) Debt-to-equity ratio | (d) Return on assets             |

29. Upon the death of a partner, the deceased partner's share is:

- |                              |                                   |
|------------------------------|-----------------------------------|
| (a) Transferred to goodwill  | (b) Paid to legal representatives |
| (c) Retained in the business | (d) Transferred to reserves       |

30. The retiring partner's share of goodwill is compensated by:

- |                         |                        |
|-------------------------|------------------------|
| (a) The firm itself     | (b) New partners only  |
| (c) Continuing partners | (d) External investors |

31. Debentures issued at a discount are shown as:

- |  |                      |
|--|----------------------|
| (a) A liability with a discount on issue | (b) An asset         |
| (c) A contingent liability               | (d) An appropriation |

32. The premium on the issue of shares is transferred to:

- |                             |                                |
|-----------------------------|--------------------------------|
| (a) Capital reserve         | (b) Securities premium account |
| (c) Profit and Loss account | (d) Share capital              |

33. Which account is credited when forfeited shares are reissued?

- |                                |                              |
|--------------------------------|------------------------------|
| (a) Share Capital account      | (b) Share Forfeiture account |
| (c) Securities Premium account | (d) Calls in Arrears account |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the role of accounting in business decision-making.

[OR]

(b) Describe the systems of book-keeping and their significance.

35. (a) Describe the different subdivisions of journals and their uses

[OR]

(b) Explain the trial balance? State its objectives and importance.

36. (a) Describe the treatment of dishonor of a bill of exchange.

[OR]

(b) Explain the procedure for preparing the final accounts of non-trading concerns.

37. (a) How is interest on capital and drawings calculated in a partnership?

[OR]

(b) Discuss the accounting treatment of goodwill on the retirement of a partner.

38. (a) What are the key steps in preparing the final accounts during a sale to a company?

[OR]

(b) Explain the accounting treatment for the issue of debentures at a discount.

39. (a) What are the conditions and accounting treatment for the re-issue of forfeited shares?

[OR]

(b) What are the major components of a bank's balance sheet?

40. (a) Discuss the guidelines for income recognition under prudential norms.

[OR]

(b) Describe the different classifications of assets under prudential norms.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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 nature of management is best described as:

- |                               |                                     |
|-------------------------------|-------------------------------------|
| (a) Static and unchanging     | (b) Dynamic and continuous          |
| (c) Task-specific and limited | (d) Focused on decision-making only |

2. The neo-classical management approach focuses on:

- |                                    |  |
|------------------------------------|--|
| (a) Strict hierarchy and authority | (b) Human relations and individual needs |
| (c) Standardization of processes   | (d) Focus on maximizing profits only     |

3. F.W. Taylor is famous for introducing which of the following concepts in management?

- |                             |                              |
|-----------------------------|------------------------------|
| (a) Division of work        | (b) Bureaucracy              |
| (c) Time and motion studies | (d) Human relations movement |

4. The Behavioral School of Management is concerned primarily with:

- |  |   |
|--|---|
| (a) Efficiency through scientific methods            | (b) Understanding the human element in management |
| (c) Managing organizations through rigid hierarchies | (d) Decision-making based on data analysis        |

5. Which of the following is a type of plan focused on long-term goals and strategies?

- |                      |                      |
|----------------------|----------------------|
| (a) Operational plan | (b) Tactical plan    |
| (c) Strategic plan   | (d) Contingency plan |

6. Which of the following is an example of a tactical plan?
- (a) A 5-year strategy to enter new international markets (b) A plan to introduce a new product line within the next quarter
- (c) A detailed step-by-step plan for achieving long-term corporate goals (d) A blueprint for the company's vision over the next decade
7. What does MBO stand for in management?
- (a) Management by Objectives (b) Management by Observation
- (c) Measurement by Outcomes (d) Making Business Objectives
8. Which of the following is a characteristic of the "nature" of organizing?
- (a) It is a dynamic and continuous process (b) It is a one-time task that can be ignored after completion
- (c) It involves setting goals and planning for the future (d) It is not influenced by the organization's structure
9. Which of the following is NOT a principle of organizing?
- (a) Unity of command (b) Specialization of tasks
- (c) Flexibility in organizational roles (d) Centralization of authority
10. Delegation in management involves:
- (a) The distribution of authority to subordinates (b) The transfer of responsibility to others
- (c) The assignment of tasks without any authority (d) The process of removing authority from the manager

11. A formal organization is characterized by:

- |   |  |
|---|--|
| (a)An informal network of relationships among employees       | (b)A clearly defined structure and a set of official roles, duties, and responsibilities |
| (c)Spontaneous interactions and friendships between employees | (d)Flexible work policies  |

12. Which of the following is a characteristic of informal organization?

- |   |  |
|---|--|
| (a)Based on official rules and regulations                | (b)Operates through formal communication channels  |
| (c)Develops through social interactions and relationships | (d)Follows the hierarchy and structure set by top management and unstructured leadership |

13. Motivation in management refers to:

- |   |   |
|---|---|
| (a)The process of directing and controlling employee behavior                   | (b)The ability to hire and fire employees                 |
| (c)The internal drive that encourages employees to achieve organizational goals | (d)The creation of policies to control employees' actions |

14. McGregor's Theory X and Theory Y deal primarily with:

- |   |   |
|---|---|
| (a)How employees should be disciplined            | (b)How managers perceive employee motivation and behavior |
| (c)How motivation is impacted by job satisfaction | (d)How rewards are allocated in an organization           |

15. What is the primary importance of leadership in an organization?

- |  |  |
|--|--|
| (a)To ensure that tasks are done according to schedule | (b)To establish a clear direction and inspire others to achieve organizational goals |
| (c)To monitor employee performance and assign tasks    | (d)To ensure financial stability   |

16. Which of the following is an example of an autocratic leadership style?
- (a) A manager who encourages team members to participate in decision-making
  - (b) A leader who makes decisions unilaterally and expects subordinates to comply
  - (c) A manager who works alongside employees to share responsibility
  - (d) A leader who seeks feedback and adjusts their approach based on team input
17. In the Tannenbaum & Schmidt Model, what does the leadership continuum represent?
- (a) The relationship between leadership style and organizational structure
  - (b) The range of decision-making authority that a leader can delegate to subordinates
  - (c) The flow of information from employees to managers
  - (d) The structure of communication channels within the organization
18. The principle of directing "motivation" involves:
- (a) Creating and sustaining job satisfaction
  - (b) Establishing clear task roles and job descriptions
  - (c) Providing rewards and recognition for performance
  - (d) All of the above
19. Which of the following is a key characteristic of the control process?
- (a) Setting objectives and ensuring resources are available
  - (b) Measuring actual performance and comparing it with standards
  - (c) Delegating tasks to employees
  - (d) Developing new strategic plans
20. Which of the following is a traditional control technique?
- (a) Management by Objectives (MBO)
  - (b) Financial Ratios
  - (c) Benchmarking
  - (d) Control charts

21. What does "Feedforward Control" focus on?

- (a)Monitoring performance after an activity has been completed
- (b)Adjusting plans before a process begins to prevent problems
- (c)Controlling daily activities through close supervision
- (d)Collecting feedback from employees for improvement

22. Which of the following is NOT a class of decision in strategic management?

- (a)Routine decisions
- (b)Tactical decisions
- (c)Strategic decisions
- (d)Administrative decisions

23. Who is responsible for formulating corporate strategies in an organization?

- (a)Operational managers
- (b)Middle managers
- (c)Top-level strategists
- (d)Front-line employees

24. What does decentralization in management refer to?

- (a)The concentration of decision-making authority at the top level of the organization
- (b)The delegation of decision-making authority to lower levels of the organization
- (c)The division of labor among departments
- (d)The process of setting up a hierarchical structure

25. A narrow span of management is typically associated with:

- (a)More layers of management and closer supervision
- (b)Less control over employees
- (c)Greater delegation of authority to lower levels
- (d)More autonomy for employees

26. Which of the following is a common type of departmentalization based on customer needs?
- (a) Functional departmentalization
  - (b) Product departmentalization
  - (c) Customer departmentalization
  - (d) Process departmentalization
27. What does the term "encoding" refer to in the communication process?
- (a) The process of interpreting a message
  - (b) The process of transmitting the message
  - (c) The process of converting the idea into a message
  - (d) The process of providing feedback to the sender
28. How can a sender overcome language barriers in communication?
- (a) By using technical jargon
  - (b) By using complex vocabulary
  - (c) By simplifying the language and avoiding jargon
  - (d) By ignoring the receiver's feedback
29. What is the scope of coordination in an organization?
- (a) It only focuses on communication
  - (b) It involves only the top-level managers
  - (c) It involves every level of management and all activities within the organization
  - (d) It applies only to operational activities
30. Which of the following is an example of horizontal coordination?
- (a) Coordination between the sales and marketing departments
  - (b) Coordination between a manager and subordinates
  - (c) Coordination between the finance and HR departments
  - (d) Coordination between upper and lower management levels

31. What does "Management of Change" primarily focus on?

- (a) Maintaining the current state of affairs within the organization
- (b) Effectively implementing and managing transitions in organizational processes and culture
- (c) Increasing control over all business operations
- (d) Reducing costs and simplifying organizational structures

32. Which of the following is NOT a stage in the process of managing change?

- (a) Planning and preparation
- (b) Resistance and obstacles
- (c) Maintaining the status quo
- (d) Monitoring and evaluation

33. Which of the following is a critical step in managing a crisis?

- (a) Ignoring the problem and hoping it resolves itself
- (b) Communicating effectively with stakeholders during the crisis
- (c) Focusing on short-term profits over long-term stability
- (d) Postponing decision-making to avoid conflict

PART - B

(7 X 6 = 42)

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

34. (a) Explain the significance of coordination in management. How does coordination serve as the essence of management in an organization?

[OR]

(b) Elaborate Chester Barnard's contributions to management thought. Discuss his views on the importance of communication and cooperation within an organization.

35. (a) Explain the nature, scope, and objectives of planning in management

[OR]

(b) What are the key principles of organizing in management? Discuss how these principles ensure the effective functioning of an organization.

36. (a) Differentiate between formal and informal organizations in a workplace.

[OR]

(b) Discuss Maslow's Hierarchy of Needs Theory along with each of the five levels of needs

37. (a) Compare and contrast the autocratic and democratic leadership styles.

[OR]

(b) Discuss the four systems of management proposed by Likert and the characteristics of each system.

38. (a) How can benchmarking be used to improve organizational performance and achieve competitive advantage?

[OR]

(b) Analyze the roles and responsibilities of top management, middle management, and operational management in the strategic decision-making process.

39. (a) Define the span of management and write the advantages and disadvantages of a wide span versus a narrow span of management?

[OR]

(b) Elaborate the roles of the sender, message, medium, receiver, and feedback in ensuring effective communication.

40. (a) Demonstrate the different types of coordination in management?

[OR]

(b) Discuss the challenges and opportunities of managing a global business, and how cultural differences can impact management practices.

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N-1753

COURSE CODE

200324

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. Which of the following is NOT a feature of cost accounting?
  - (a) Helps in cost control
  - (b) Focuses only on past financial transactions
  - (c) Provides information for decision-making
  - (d) Helps in cost reduction
2. Cost centres and profit centres are used to:
  - (a) Allocate overhead costs
  - (b) Classify revenues and expenses
  - (c) Improve financial accounting processes
  - (d) None of the above
3. Which of the following is NOT an objective of material control?
  - (a) Ensuring timely availability of materials
  - (b) Minimizing storage costs
  - (c) Increasing material wastage
  - (d) Maintaining proper inventory levels
4. The Economic Order Quantity (EOQ) model helps in determining:
  - (a) The optimal stock level
  - (b) The minimum reordering level
  - (c) The ideal quantity to order at one time
  - (d) The maximum level of stock
5. Which method is used to record the attendance of workers?
  - (a) Cost centre method
  - (b) Time keeping
  - (c) Idle time booking
  - (d) Piece wage system

N-1753

6. Idle time refers to:

- |   |                                     |
|---|-------------------------------------|
| (a)Time spent in productive work                                      | (b)Wages paid to workers            |
| (c)Time during which workers are not engaged in productive activities | (d)Total working hours of employees |

7. Overheads refer to:

- |   |                                      |
|---|--------------------------------------|
| (a)Direct costs related to production                       | (b)Fixed and variable costs combined |
| (c)Indirect costs such as rent, utilities, and depreciation | (d)Only labour costs                 |

8. The process of distributing overhead costs to cost centres is known as:

- |                   |                  |
|-------------------|------------------|
| (a)Allocation     | (b)Absorption    |
| (c)Classification | (d)Apportionment |

9. What is the primary objective of unit or output costing?

- |                                     |   |
|-------------------------------------|---|
| (a)To determine overhead absorption | (b)To ascertain the cost per unit of output |
| (c)To prepare financial accounts    | (d)To record cash transactions              |

10. A cost sheet is primarily used for:

- |   |                                     |
|---|-------------------------------------|
| (a)Calculating profit and loss                          | (b)Recording financial transactions |
| (c)Analyzing the total cost of production and unit cost | (d)Allocating fixed costs           |

11. The purpose of reconciling cost and financial accounts is to:

- |                               |  |
|-------------------------------|--|
| (a) Avoid taxation            | (b) Identify differences between cost and financial accounting records |
| (c) Prepare income statements | (d) Improve financial transactions                                     |

12. A common cause of differences between cost and financial accounts is:

- |  |  |
|--|--|
| (a) Similarity in depreciation methods | (b) Differences in stock valuation methods |
| (c) Identical treatment of overheads   | (d) Uniform accounting rules               |

13. Process costing is used when:

- |  |  |
|--|--|
| (a) Production is continuous and identical products are produced | (b) Different customized products are produced |
| (c) Production occurs in batches                                 | (d) Direct costs are minimal                   |

14. Normal wastage in process costing refers to:

- |   |  |
|---|--|
| (a) Unavoidable loss inherent in production | (b) Loss due to negligence               |
| (c) Loss due to theft                       | (d) Waste material that can be recovered |

15. Which of the following is an example of joint products?

- |                                      |                       |
|--------------------------------------|-----------------------|
| (a) Milk and cheese                  | (b) Wood and sawdust  |
| (c) Petrol and diesel from crude oil | (d) Steel and plastic |

16. By-products are:

- |                                 |  |
|---------------------------------|--|
| (a)The main output of a process | (b)Secondary products obtained during the manufacturing of main products |
| (c)Completely waste material    | (d)Unusable items  |

17. What is the primary purpose of contract costing?

- |   |  |
|---|--|
| (a)To determine the cost of a continuous process              | (b)To calculate the cost of producing standardized goods |
| (c)To ascertain the cost of large-scale contracts or projects | (d)To allocate costs in a manufacturing unit             |

18. An escalation clause in a contract is used to:

- |  |   |
|--|---|
| (a)Reduce the cost of the contract                                     | (b)Avoid penalties in case of project delay     |
| (c)Adjust the contract price due to changes in material or labor costs | (d)Finalize the contract price at the beginning |

19. Job costing is most suitable for:

- |                                       |  |
|---------------------------------------|--|
| (a)Mass production of identical units | (b)Industries where each job is different and customized |
| (c)Large construction projects        | (d)Continuous production of the same product             |

20. The main difference between job costing and batch costing is:

- |  |  |
|--|--|
| (a)Job costing is used for customized orders, whereas batch costing is used for groups of similar products | (b)Job costing is used for continuous production, whereas batch costing is for one-time production |
| (c)Job costing is suitable for large contracts, whereas batch costing is for small tasks                   | (d)There is no difference between job and batch costing  |

21. Which of the following is a limitation of budgetary control?
- (a) Budgets are always accurate and error-free
  - (b) Budgetary control replaces the need for skilled managers
  - (c) Budgeting relies on estimates and assumptions, which may not always be accurate
  - (d) Budgets eliminate all financial uncertainties
22. The main difference between a forecast and a budget is:
- (a) A forecast is a detailed financial statement, while a budget is an estimate
  - (b) A forecast predicts future trends, while a budget sets financial targets and control measures
  - (c) A budget is based on past data, while a forecast is based on arbitrary assumptions
  - (d) There is no difference between the two
23. What is the primary purpose of standard costing?
- (a) To prepare financial statements
  - (b) To determine the actual cost of production
  - (c) To compare actual costs with pre-determined standards for cost control
  - (d) To replace budgeting
24. A limitation of standard costing is:
- (a) It is suitable for all types of businesses
  - (b) It may not be effective in industries with frequent cost fluctuations
  - (c) It does not help in variance analysis
  - (d) It eliminates all deviations in cost
25. Marginal costing includes:
- (a) Both fixed and variable costs in product cost
  - (b) Only variable costs in product cost
  - (c) Only fixed costs in product cost
  - (d) Neither fixed nor variable costs

26. In cost-volume-profit (CVP) analysis, break-even point (BEP) refers to:
- (a) The level of production where losses are maximum
  - (b) The level of sales where total revenue equals total cost
  - (c) The highest level of profit the company can earn
  - (d) The lowest possible cost of production
27. What is the first step in the decision-making process?
- (a) Identifying the problem or objective
  - (b) Implementing the decision
  - (c) Evaluating alternative options
  - (d) Comparing past financial reports
28. Sales mix determination helps businesses in:
- (a) Choosing the most profitable combination of products
  - (b) Reducing total production costs
  - (c) Increasing overhead costs
  - (d) Determining tax liabilities
29. The reconciliation of cost and financial profits is necessary because:
- (a) It is legally required for all businesses
  - (b) There are differences in financial and cost accounting methods
  - (c) It helps in tax calculation
  - (d) It eliminates all financial discrepancies
30. Direct labour variance occurs when:
- (a) The actual labour cost differs from the standard labour cost
  - (b) Overheads increase in production
  - (c) Sales revenue is higher than expected
  - (d) The company earns more profit than budgeted

31. Budgetary control is considered a management tool because:

- (a) It ensures all expenses are completely eliminated
- (b) It provides a basis for performance evaluation and corrective actions
- (c) It replaces financial accounting entirely
- (d) It focuses only on future revenue estimates

32. Which method is commonly used to allocate joint costs?

- (a) Standard cost method
- (b) Market value method
- (c) Fixed cost method
- (d) Historical cost method

33. Which document is primarily used to reconcile cost and financial accounts?

- (a) Cash flow statement
- (b) Memorandum reconciliation account
- (c) Trading account
- (d) Bank reconciliation statement

PART - B

(7 X 6 = 42)

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

34. (a) A company has the following cost details:

- Direct Material = ₹50,000
- Direct Labour = ₹30,000
- Factory Overheads = 60% of Direct Labour
- Administrative Overheads = 20% of Factory Cost
- Profit = 25% of Total Cost

Calculate:

i) Factory Cost, ii). Total Cost, iii). Selling Price

[OR]

(b) Describe the EOQ analysis and its importance in inventory management.

35. (a) A worker is paid under the Halsey Plan with the following details:

- Standard Time = 10 hours
- Actual Time Taken = 8 hours
- Time Rate = ₹50 per hour
- Bonus = 50% of time saved

Calculate: Total Earnings of the worker

[OR]

(b) Discuss the various methods used for absorbing overhead costs.

36. (a) A company manufactures 1,000 units of a product. The cost details are:

- Direct Material: ₹50,000
- Direct Labour: ₹30,000
- Factory Overheads: ₹20,000
- Administrative Overheads: ₹10,000
- Selling & Distribution Overheads: ₹15,000
- Profit: 20% on total cost

Prepare a Cost Sheet and calculate the Total Cost and Selling Price per unit.

[OR]

(b) Describe the key steps involved in reconciling cost and financial accounts.

37. (a) A product passes through two processes. The details for Process A are:

- Direct Material = ₹10,000
- Direct Labour = ₹5,000
- Factory Overhead = 60% of Direct Labour
- Normal Loss = 10% of Input (Input = 1,000 units)
- Scrap Value of Normal Loss = ₹2 per unit

Prepare the Process A Account.

[OR]

(b) What is the significance of inter-process profits in cost accounting?

38. (a) A construction company is executing a contract for ₹10,00,000. The following details are given for the first year:

- Material Used: ₹2,00,000
- Labour: ₹1,50,000
- Other Expenses: ₹50,000
- Plant Installed at Site: ₹1,00,000 (Depreciation: 10%)
- Work Certified: ₹4,00,000
- Work Uncertified: ₹50,000
- Cash Received: 80% of Work Certified

Prepare the Contract Account and calculate the Notional Profit.

[OR]

(b) Differentiate between job costing and batch costing with examples.

39. (a) A company provides the following details for two activity levels:

Activity Level	5,000 Units	10,000 Units
Direct Material (Variable)	₹50,000	₹1,00,000
Direct Labour (Variable)	₹30,000	₹60,000
Factory Overheads (Fixed)	₹40,000	₹40,000

Prepare a Flexible Budget for 8,000 units.

[OR]

(b) Explain the process of determining standard costs in an organization.

40. (a) A company has the following details:

- Selling Price per unit = ₹50
- Variable Cost per unit = ₹30
- Total Fixed Cost = ₹40,000

Calculate:

i) Contribution per Unit, ii) Break-Even Point (BEP) in Units, iii) BEP in Sales Value

[OR]

(b) Explain the concept of sales mix and its importance in profit planning.

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**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. The need for Organizational Behaviour arises from
  - (a) Increasing sales
  - (b) Managing people
  - (c) Financial investment
  - (d) Product development
2. Which approach to Organizational Behaviour focuses on the system structure?
  - (a) Humanistic approach
  - (b) Contingency approach
  - (c) Productivity approach
  - (d) Scientific approach
3. Organizational commitment is:
  - (a) A financial strategy
  - (b) An employee's loyalty to the organization
  - (c) A management structure
  - (d) A marketing campaign
4. The nature of attitudes can be described as:
  - (a) Static and unchangeable
  - (b) Dynamic and adaptable
  - (c) Irrelevant to work performance
  - (d) Solely positive
5. Motivation is important in an organization because it:
  - (a) Reduces costs
  - (b) Increases employee satisfaction
  - (c) Enhances productivity
  - (d) Simplifies management

6. The relevance of ability in Organizational Behaviour is that it:
- (a) Determines the financial status of the company
  - (b) Is the sole factor in performance outcomes
  - (c) Affects how tasks are performed
  - (d) Is unrelated to job requirements
7. 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
8. Group norms are essential because they:
- (a) Dictate individual behavior
  - (b) Provide a basis for performance appraisal
  - (c) Influence group behavior and performance
  - (d) Are mandated by organizational policy
9. 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
10. The relevance of group norms to organizational behavior is that they:
- (a) Are used to evaluate employee performance
  - (b) Help in creating a competitive environment
  - (c) Influence the behavior of group members
  - (d) Determine the financial outcomes of a group

11. Types of power in an organization include:

- |                         |                            |
|-------------------------|----------------------------|
| (a) Coercive and reward | (b) Political and social   |
| (c) Economic and legal  | (d) Technical and creative |

12. Sources of power in an organization can be:

- |                           |                      |
|---------------------------|----------------------|
| (a) Hierarchical position | (b) Expertise        |
| (c) Personal charisma     | (d) All of the above |

13. Factors that contribute to organizational politics include:

- |                        |                      |
|------------------------|----------------------|
| (a) Personal ambitions | (b) Scarce resources |
| (c) Unclear policies   | (d) All of the above |

14. The impact of organizational politics can be seen in:

- |  |                                  |
|--|----------------------------------|
| (a) The quality of products and services | (b) The efficiency of operations |
| (c) The relationships among employees    | (d) All of the above             |

15. Types of conflict in an organization include:

- |                      |                           |
|----------------------|---------------------------|
| (a) Task conflict    | (b) Relationship conflict |
| (c) Process conflict | (d) All of the above      |

16. Strategies for managing stress include:

- |                           |                       |
|---------------------------|-----------------------|
| (a)Time management        | (b)Developing hobbies |
| (c)Seeking social support | (d)All of the above   |

17. Constructive conflicts are those that:

- |  |  |
|--|--|
| (a)Lead to personal disputes           | (b)Result in a breakdown of team communication |
| (c)Contribute to organizational growth | (d)Are avoided by management                   |

18. A The conflict process includes stages such as:

- |   |  |
|---|--|
| (a)Potential opposition, cognition, and personalization | (b)Decision-making, implementation, and evaluation |
| (c)Planning, execution, and feedback                    | (d)Delegation, control, and correction             |

19. Organizational excellence is achieved through:

- |                              |                            |
|------------------------------|----------------------------|
| (a)Strict control mechanisms | (b)Continuous improvement  |
| (c)Limited innovation        | (d)Cost-cutting strategies |

20. The difference between organizational efficiency and effectiveness is that:

- |  |  |
|--|--|
| (a)Efficiency is about doing things right, while effectiveness is about doing the right things | (b)Efficiency is about strategy, while effectiveness is about execution                |
| (c)Efficiency is about employee performance, while effectiveness is about management           | (d)Efficiency is about cost reduction, while effectiveness is about revenue generation |

21. Organizational climate is reflected in:

- (a)The physical environment of the workplace
- (c)The financial status of the organization

- (b)The emotional atmosphere perceived by employees
- (d)The technological advancements in the organization

22. The significance of organizational culture lies in its:

- (a)Ability to dictate financial decisions
- (c)Role in determining the organizational hierarchy

- (b)Influence on employee behavior and organizational performance
- (d)Impact on the external market environment

23. Resistance to change can be due to:

- (a)Fear of the unknown
- (c)Threat to job security

- (b)Loss of control
- (d)All of the above

24. Managing change effectively involves:

- (a)Communication
- (c)Support

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

25. Prevention of stress is possible through:

- (a)Increasing workload
- (c)Enhancing personal coping strategies

- (b)Reducing social support
- (d)Ignoring stress symptoms

26. Management of stress in the workplace involves:

- |                                    |   |
|------------------------------------|---|
| (a)Ignoring employee complaints    | (b)Providing adequate resources and support |
| (c)Focusing solely on productivity | (d)Encouraging competition among employees  |

27. Learning organizations are characterized by:

- |  |                                       |
|--|---------------------------------------|
| (a)Resistance to change                    | (b)Continuous learning and adaptation |
| (c)Strict adherence to traditional methods | (d)Avoidance of innovation            |

28. Challenges to OD include:

- |                           |                               |
|---------------------------|-------------------------------|
| (a)Employee support       | (b)Technological advancements |
| (c)Organizational inertia | (d)Market stability           |

29. Personality development is influenced by\_\_\_\_\_.

- |                       |                           |
|-----------------------|---------------------------|
| (a)Work experience    | (b)Educational background |
| (c)Family environment | (d)All of the above       |

30. Perception in Organizational Behaviour refers to:

- |                         |  |
|-------------------------|--|
| (a)Financial analysis   | (b)The process of interpreting information |
| (c)A marketing strategy | (d)Product design                          |

31. 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                |

32. 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 |

33. 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 |

PART - B

(7 X 6 = 42)

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

34. (a) Outline the different approaches of Organisation Behaviour.

[OR]

(b) Discuss Freud's Approach to personality development.

35. (a) Summarize Abraham Maslow's need hierarchy theory and state its assumptions.

[OR]

(b) Distinguish between Formal and Informal Group.

36. (a) Summarize the ways to develop and enforce group norms.

[OR]

(b) Enumerate the circumstances leading to acquisition of power.

37. (a) Discuss the functions of Organisational Politics.

[OR]

(b) Elaborately explain the various methods of managing in an organisation.

38. (a) Explain the strategies for encouraging constructive conflict.

[OR]

(b) Enumerate the five pillars of Organisational Excellence.

39. (a) Enumerate the measures for developing a sound Organisational Climate.

[OR]

(b) Discuss Lewin's model of organizational change in detail.

40. (a) Summarize the guidelines to be followed in improving Work – life Balance.

[OR]

(b) Explain the Characteristics of organisation development.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. The scope of statistics includes:

- |   |  |
|---|--|
| (a) Only descriptive measures                 | (b) Only inferential measures                    |
| (c) Both descriptive and inferential measures | (d) Neither descriptive nor inferential measures |

2. Primary data refers to:

- |  |                                   |
|--|-----------------------------------|
| (a) Data collected from secondary sources            | (b) Data summarized from raw data |
| (c) Data originally collected for a specific purpose | (d) Data that is not original     |

3. A histogram is used to represent:

- |  |                                     |
|--|-------------------------------------|
| (a) The relationship between two variables | (b) Data over time                  |
| (c) The distribution of a single variable  | (d) Comparative data between groups |

4. An ogive is a graph used to show:

- |  |   |
|--|---|
| (a) How often different values occur       | (b) The cumulative frequency of a dataset |
| (c) The relationship between two variables | (d) Data that is not related              |

5. 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               |

6. Quartiles are values that:

- (a) Represent the center of a dataset
- (c) Are used in calculating the mean

- (b) Divide a dataset into four equal parts
- (d) Show the variability of a dataset

7. The coefficient of variation is used to:

- (a) Measure central tendency
- (c) Compare variability between different datasets

- (b) Determine the shape of the distribution
- (d) Calculate the mean deviation

8. Standard deviation is:

- (a) The square root of the variance
- (c) Always a positive number

- (b) The average of squared deviations from the mean
- (d) All of the above

9. Skewness is a measure of:

- (a) Variability
- (c) Asymmetry in a distribution

- (b) Central tendency
- (d) Peakness of a distribution

10. A distribution with a longer tail to the right is said to be:

- (a) Positively skewed
- (c) Symmetrical

- (b) Negatively skewed
- (d) Platykurtic

11. 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 |

12. Spearman's rank correlation coefficient is used when:

- |   |  |
|---|--|
| (a) Data is normally distributed                | (b) The relationship between variables is linear |
| (c) Data is ordinal or not normally distributed | (d) Variables are independent of each other      |

13. 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 |

14. Linear regression assumes that the relationship between the dependent and independent variable is:

- |                 |                 |
|-----------------|-----------------|
| (a) Non-linear  | (b) Linear      |
| (c) Exponential | (d) Logarithmic |

15. The cost of living index numbers are used to:

- |  |   |
|--|---|
| (a) Track changes in the stock market    | (b) Measure changes in the price level of consumer goods and services |
| (c) Calculate the gross domestic product | (d) Assess the profitability of businesses                            |

16. Chain base index numbers are useful for:

- (a) Comparing changes over a single time period
- (c) Measuring absolute changes in price

- (b) Comparing changes over multiple time periods
- (d) Determining the mean price level

17. The moving average method is used to:

- (a) Measure central tendency
- (c) Smooth out fluctuations in data

- (b) Estimate future values
- (d) Calculate the range

18. Seasonal indices are constructed to:

- (a) Predict long-term trends
- (c) Measure and adjust for seasonal variation

- (b) Analyze cyclical variations
- (d) Determine the mode

19. Non-sampling errors can occur due to:

- (a) The randomness of the sample selection
- (c) The size of the sample

- (b) Mistakes in data collection
- (d) The variability of the population

20. The null hypothesis in hypothesis testing is:

- (a) The hypothesis that there is no effect or no difference
- (c) Always true

- (b) The hypothesis that there is an effect or a difference
- (d) Based on sample data

21. Which test would you use to determine the difference between two population means when variances are unknown?:
- (a)Z-test (b)T-test  
(c)Chi-square test (d)ANOVA
22. If the population variance is known, which distribution is used for hypothesis testing?
- (a)Normal distribution (b)T-distribution  
(c)F-distribution (d)Binomial distribution
23. In which scenario would you use a Chi-Square test?
- (a)When comparing population means (b)When testing the fit of an observed distribution to an expected one  
(c)When estimating the population variance (d)When predicting future trends
24. Which assumption is not required for a Chi-Square test?
- (a)Observations are independent (b)Sample size is large  
(c)Data is normally distributed (d)Categories are mutually exclusive
25. What does the Multiplication Theorem of Probability help to determine?
- (a)The likelihood of either of two independent events occurring (b)The likelihood of both of two independent events occurring  
(c)The conditional probability of an event (d)The total probability of an event

26. When is the Combined Use of Addition and Multiplication Theorem applied?

- |  |   |
|--|---|
| (a)When events are mutually exclusive                      | (b)When events are independent                                |
| (c)When events are both independent and mutually exclusive | (d)When events are neither independent nor mutually exclusive |

27. The Poisson Distribution is most appropriate for which type of data?

- |  |   |
|--|---|
| (a)Number of successes in a fixed number of trials | (b)Number of occurrences of an event in a fixed interval of time or space |
| (c)The distribution of sample means                | (d)The distribution of sample proportions                                 |

28. Which distribution would you use to model the number of heads in 10 coin flips?

- |                          |                         |
|--------------------------|-------------------------|
| (a)Binomial Distribution | (b)Poisson Distribution |
| (c)Normal Distribution   | (d)Uniform Distribution |

29. 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            |

30. Which of the following is a measure of dispersion?

- |          |           |
|----------|-----------|
| (a)Mean  | (b)Median |
| (c)Range | (d)Mode   |

31. 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

32. Pearson's correlation coefficient measures:

- (a) The strength of a non-linear relationship
- (b) The strength and direction of a linear relationship
- (c) The difference between two means
- (d) The association between categorical variables

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

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

PART - B

(7 X 6 = 42)

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

34. (a) Explain in detail about the data collection techniques used in primary data.

[OR]

(b) Explain in detail about graphs and their classification.

35. (a) Find the mode of the following data

I

Class	10-20	20-30	30-40	40-50	50-60
Frequency	4	3	2	1	5

[OR]

(b) Calculate the quartile deviation and its coefficient for the corn production (in Kg) of 25 acres is given as: 1100, 1340, 1370, 1050, 1780, 1200, 2440, 1390, 1480, 1780, 1783, 1542, 1970, 1680, 1775, 1320, 1680, 1770, 1780 and 1889.

36. (a) Distinguish between Skewness and kurtosis and bring out their importance in describing frequency distribution.

[OR]

(b) Explain the types of correlation with examples.

37. (a) For 5 observations of pairs of (X, Y) of variables X and Y the following results are obtained.  $\Sigma X=15$ ,  $\Sigma Y=25$ ,  $\Sigma X^2=55$ ,  $\Sigma Y^2=135$ ,  $\Sigma XY=83$ . Find the equation of the lines of regression and estimate the values of X and Y if  $Y=8$  ;  $X=12$ .

[OR]

(b) Compute (1) Laspeyre's (2) Paasche's index number for the 2001 from the following

Commodity	Price		Quantity	
	2002	2010	2002	2010
W	4	6	8	7
X	3	5	10	8
Y	2	4	14	12
Z	5	7	19	11

38. (a) Describe the method of finding seasonal indices.

[OR]

(b) In a random sample of 50 students from school a, 35 of them preferred junk food. In another sample of 80 from school b, 40 of them preferred junk food. Find the standard error of the difference between two sample proportions.

39. (a) Explain the procedure of testing hypotheses for equality of proportion of two populations. Interest of XII Students on Residential Schooling was investigated among randomly selected students from two regions. Among 300 students selected from Region A, 34 students expressed their interest. Among 200 students selected from Region B, 28 students expressed their interest. Does this information provide sufficient evidence to conclude at 5% level of significance that students in Region A are more interested in Residential Schooling than the students in Region B?

[OR]

(b) Compare one way and two way ANOVA.

40. (a) Explain briefly Baye's theorem.

[OR]

(b) Fit the Poisson distribution to the following

<b>x</b>	0	1	2	3	4	5
<b>f</b>	120	82	52	22	4	0

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N-1756

COURSE CODE

200333

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. Banks pays interest on

(a)Deposits

(b)Loans

(c)Both (a) & (b)

(d)None of above

2. Education Loans

(a)Cover tuition fee & expenses

(b)Are repayable after completion of course

(c)Granted for studies in India & abroad

(d)All of above

3. Business Correspondent means

(a)An agent who provides banking services

(b)An agent of business house

(c)A type of money lender

(d)None of above

4. Internet banking refers to

(a)Operation of account through internet

(b)Opening of account through ATM

(c)Both (a) & (b)

(d)None of above

5. Nomination once done can

(a)Not be cancelled

(b)Be cancelled

(c)Not be changed

(d)None of above

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6. PAN number is required for

- (a) Deposits less than Rs.50, 000/-
- (c) Deposits Rs.50, 000/- & above

- (b) Deposits in excess of Rs.1 lac
- (d) All transaction

7. Interest on Savings Bank Deposits is paid

- (a) Every month
- (c) Half yearly

- (b) Quarterly
- (d) Yearly

8. Upon detection of a counterfeit note at the counter, Bank

- (a) Returns the note to the customer
- (c) Deposit in Account

- (b) Exchange with a genuine Note
- (d) Impound the Note and issue receipt

9. Interest on FDRs is compounded on

- (a) Monthly basis
- (c) Half yearly basis

- (b) Quarterly basis
- (d) Yearly basis

10. Contents of locker are

- (a) Only known to hirer
- (c) Both (a) & (b)

- (b) Known to Bank
- (d) None of above

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11. MGNREGS stands for

- (a) Mahatma Gandhi National Rural Employment Generation Scheme
- (c) Mahatma Gandhi National Rural Employment Guarantee Scheme

- (b) Mahatma Gandhi Nutrition & Rural Employment Generation Scheme
- (d) None of above

12. Maximum tenure of Fixed Deposit is

- (a) 5 years
- (c) 8 years

- (b) 7 years
- (d) 10 years

13. Who is Bank Mitra?

- (a) Banking Correspondents engaged by Banks
- (c) Security guard in a branch

- (b) Valuable customer of Bank
- (d) None of above

14. The banker has a lien on

- (a) Bonds given for collection
- (c) Bonds left by mistake

- (b) Bonds given for safe custody
- (d) (A) & (B) together

15. In executing the standing instruction, there exists a relationship of

- (a) Debtor and creditor
- (c) Bailee and bailor

- (b) Trustee and beneficiary
- (d) Agent and Principal

16. To constitute a person as a customer

- (a) There must be a frequency of transactions
- (c) There must be some sort of an account

- (b) There must be dealing of a banking nature
- (d) There must be a single transaction of any nature

17. The banker has a statutory obligation to

- (a) Honour customer's cheques
- (c) Maintain secrecy of his customer accounts

- (b) Exercise lieu
- (d) Honour customer's bills

18. A banker is a \_\_\_\_\_ debtor

- (a) General
- (c) Privileged

- (b) Special
- (d) common

19. The word 'customer' signifies a relationship in which \_\_\_\_\_ is of no essence

- (a) Time
- (c) Tensure

- (b) Duration
- (d) Period

20. Commercial banks play a \_\_\_\_\_ role in the economic development of a nation

- (a) Static
- (c) Active

- (b) Dynamic
- (d) Ability

21. In India the \_\_\_\_\_ major banks were nationalized To speed up the tempo of economic development
- (a)10 (b)20  
(c)19 (d)18
22. Which scheme concentrates on compact areas in financing agricultural activities?
- (a)Lead bank scheme (b)Village adoption scheme  
(c)Service area approach (d)None
23. Under DIR scheme, assistant is provided at the rate of
- (a)7% (b)3%  
(c)4% (d)1%
24. RBI is the \_\_\_\_\_ to the government
- (a)Banker (b)Trader  
(c)Linker (d)None
25. The present bank rate is \_\_\_\_\_
- (a)6.5% (b)9%  
(c)7% (d)1%

26. The RBI is the banker to the government when it \_\_\_\_\_

- (a)Control the credit
- (b)Advise the government
- (c)Issue loan
- (d)All the above

27. A bill market is a market for \_\_\_\_\_ bills

- (a)Short term
- (b)Long term
- (c)Medium term
- (d)None

28. \_\_\_\_\_ act as sole agent for RBI

- (a)ICICI
- (b>IDBI
- (c)SBI
- (d)PNB

29. A minor is a person who has not attained the age of \_\_\_\_\_

- (a)19
- (b)17
- (c)18
- (d)20

30. A credit balance in the bank passbook indicates a/an \_\_\_\_\_ balance and a debit balance in the case book indicates a/an\_\_\_\_\_ balance

- (a)Favourable, Overdraft
- (b)Overdraft,Favourable
- (c)Overdraft, Overdraft
- (d)Favourable,Favourable

31. The document drawn by a debtor on the creditor agreement to pay a certain sum is called \_\_\_\_\_

- |                      |                    |
|----------------------|--------------------|
| (a)Cheque            | (b)Promissory note |
| (c)Bills of exchange | (d)Draft           |

32. Section \_\_\_\_\_ of the Indian contract act defines a contract of guarantee.

- |        |        |
|--------|--------|
| (a)128 | (b)129 |
| (c)126 | (d)122 |

33. The liability of the principal debtor is \_\_\_\_\_.

- |             |              |
|-------------|--------------|
| (a)Primary  | (b)Secondary |
| (c)Tertiary | (d)None      |

PART - B

(7 X 6 = 42)

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

34. (a) List out the functions of commercial Banks.

[OR]

(b) Describe the advantages of branch Banking.

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

[OR]

(b) Describe briefly the main provisions of Banking Regulation Act.

36. (a) Enumerate the various functions of commercial banks.

[OR]

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

37. (a) Distinguish between cooperative bank and rural bank.

[OR]

(b) Explain about the NABARD functions and achievements.

38. (a) Discuss the Co-operative banks in rural India.

[OR]

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

39. (a) Explain the progress and performance of rural banks in India.

[OR]

(b) State the functions of private sector banks.

40. (a) Explain the main functions of Banker Customer System.

[OR]

(b) Discuss about the Recent Trends in Indian Banking System.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. As per the Banking Regulation Act, 1949, banking is defined as the business of
  - (a)Lending money with interest
  - (b)Accepting deposits and lending money
  - (c)Issuing currency notes
  - (d)Investment in stock markets
2. Scheduled banks in India are those which:
  - (a)Have at least one branch in rural areas
  - (b)Are included in the Second Schedule of RBI Act, 1934
  - (c)Are registered under the Companies Act
  - (d)Are approved by SEBI
3. The banker acts as an agent of the customer in which of the following services?
  - (a)Issuing Demand Drafts
  - (b)Accepting Deposits
  - (c)Granting Loans
  - (d)Opening Bank Accounts
4. A banker is obligated to honour a customer's cheque if:
  - (a)The cheque is properly drawn and funds are available
  - (b)The customer requests personally
  - (c)The cheque is post-dated
  - (d)The cheque is drawn in a foreign currency
5. If a bank wrongly dishonours a businessman's cheque, the consequences could include:
  - (a)Loss of business reputation
  - (b)No impact on the customer
  - (c)Automatic revalidation of the cheque
  - (d)The bank getting extra interest

6. The "Right of General Lien" allows a banker to:

- |   |   |
|---|---|
| (a) Sell the customer's assets freely       | (b) Retain the customer's securities until a loan is repaid |
| (c) Use the customer's money for investment | (d) Close the customer's account at any time                |

7. The "Right of Set-off" allows a banker to:

- |  |  |
|--|--|
| (a) Adjust the credit balance in one account against the debit balance in another account of the same customer | (b) Refuse to pay cheque drawn by the customer |
| (c) Transfer money from one customer's account to another customer's account                                   | (d) Cancel a loan agreement without notice     |

8. A Negotiable Instrument is a document that guarantees:

- |                           |  |
|---------------------------|--|
| (a) Ownership of property | (b) The payment of a fixed amount of money |
| (c) Transfer of goods     | (d) Investment in shares                   |

9. The person who receives the payment in a negotiable instrument is called:

- |            |              |
|------------|--------------|
| (a) Drawer | (b) Drawee   |
| (c) Payee  | (d) Endorser |

10. A Bill of Exchange is a:

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| (a) Unconditional order to pay money | (b) Conditional promise to pay money |
| (c) Transfer of property             | (d) Fixed deposit certificate        |

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11. An Accommodation Bill is drawn for:

- (a)Genuine trade transactions
- (c)Loan agreements with banks

- (b)Mutual financial assistance without trade transactions
- (d)Government borrowings

12. A Holder of a negotiable instrument is:

- (a)Any person in possession of the instrument
- (c)A person who signs the instrument

- (b)A person entitled to receive payment from the instrument
- (d)A bank that issues the instrument

13. An endorsement in banking refers to:

- (a)A guarantee by the bank for a loan
- (c)A request to stop payment on a cheque

- (b)The act of signing the back of a negotiable instrument for transfer
- (d)The process of issuing a new cheque

14. The person in whose favor the instrument is endorsed is called:

- (a)The endorser
- (c)The drawer

- (b)The endorsee
- (d)The banker

15. A cheque is considered stale if it is presented for payment after:

- (a)1 month from the date of issue
- (c)6 months from the date of issue

- (b)3 months from the date of issue
- (d)12 months from the date of issue

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16. A bank will stop payment of a cheque if:

- |   |                              |
|---|------------------------------|
| (a)The drawer issues a stop payment instruction | (b)The cheque is crossed     |
| (c)The payee endorses the cheque                | (d)The cheque is bearer type |

17. A minor is a person who is below the age of:

- |             |             |
|-------------|-------------|
| (a)18 years | (b)16 years |
| (c)21 years | (d)25 years |

18. A Hindu Undivided Family (HUF) Account is operated by:

- |   |                                      |
|---|--------------------------------------|
| (a)The eldest male member, known as the Karta | (b)The youngest member of the family |
| (c)All family members equally                 | (d)The bank itself                   |

19. What is the primary duty of an executor in handling a bank account?

- |  |  |
|--|--|
| (a)To close the account immediately                  | (b)To transfer the funds according to the will of the deceased |
| (c)To distribute funds equally among all legal heirs | (d)To freeze the account permanently                           |

20. A Resolution of the Governing Body is required when:

- |   |                                       |
|---|---------------------------------------|
| (a)Opening or operating a club/association bank account | (b)Transferring funds between members |
| (c)Filing a tax return                                  | (d)Changing the club's name           |

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21. A Current Account is mainly designed for:

- |                        |   |
|------------------------|---|
| (a) Salaried employees | (b) Business transactions and daily banking needs |
| (c) Long-term savings  | (d) Students and minors                           |

22. Interest on a Savings Account is usually:

- |  |   |
|--|---|
| (a) Higher than a Fixed Deposit              | (b) Calculated on a daily balance basis   |
| (c) Paid only at the time of account closure | (d) Given as a one-time lump sum annually |

23. The primary document required to open a bank account under KYC (Know Your Customer) norms is:

- |                    |                              |
|--------------------|------------------------------|
| (a) Passbook       | (b) Aadhaar Card or PAN Card |
| (c) Bank Statement | (d) Business License         |

24. The legal validity of a bank statement or passbook is governed under:

- |                                |                            |
|--------------------------------|----------------------------|
| (a) Companies Act              | (b) Banking Regulation Act |
| (c) Negotiable Instruments Act | (d) Indian Partnership Act |

25. What is the primary purpose of fund remittance services?

- |                                     |  |
|-------------------------------------|--|
| (a) To store physical cash in banks | (b) To facilitate the safe and quick transfer of money |
| (c) To issue loans and advances     | (d) To allow customers to withdraw unlimited amounts   |

26. NEFT (National Electronic Funds Transfer) transactions are settled:

- |                |                                     |
|----------------|-------------------------------------|
| (a)Instantly   | (b)In batches at specific intervals |
| (c)Once a week | (d)Once a month                     |

27. A safe deposit locker service is mainly used for:

- |   |  |
|---|--|
| (a)Storing physical cash                | (b)Keeping valuable items like jewelry and documents |
| (c)Conducting stock market transactions | (d)Providing loans to customers                      |

28. If a customer loses the locker key, they must:

- |                                      |  |
|--------------------------------------|--|
| (a)Break the locker                  | (b)Report it to the bank and request a new key |
| (c)Wait for the bank to contact them | (d)Close the locker account                    |

29. A Confirmed Letter of Credit provides additional security because:

- |   |   |
|---|---|
| (a)It is issued by two banks – the issuing bank and a confirming bank | (b)It does not require a financial institution's approval |
| (c)It is valid only for small amounts                                 | (d)It is issued only in physical form                     |

30. A Traveller's Cheque is mainly used for:

- |   |                          |
|---|--------------------------|
| (a)International trade transactions       | (b)Buying real estate    |
| (c)Making payments while traveling abroad | (d)Long-term investments |

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31. Gift Cheques are primarily issued for:

- |  |                           |
|--|---------------------------|
| (a) Foreign exchange transactions      | (b) Making fixed deposits |
| (c) Gifting money on special occasions | (d) Issuing loans         |

32. Investment Counselling in banks helps customers in:

- |  |  |
|--|--|
| (a) Selecting the best stocks, bonds, and mutual funds | (b) Learning how to apply for loans        |
| (c) Managing their daily bank transactions             | (d) Changing their mobile banking password |

33. An ATM (Automated Teller Machine) is used for:

- |   |                                   |
|---|-----------------------------------|
| (a) Only depositing money                 | (b) Only withdrawing money        |
| (c) Both depositing and withdrawing money | (d) Checking stock market updates |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the essential functions of a bank in the modern financial system.

[OR]

(b) Explain the circumstances under which a banker is legally permitted to disclose customer account details. Provide relevant legal provisions and examples.

35. (a) What is the Right of Set-Off? Explain how banks use this right to recover dues from customers.

[OR]

(b) Explain the essential features of a Negotiable Instrument that make it transferable and legally enforceable.

36. (a) Distinguish between Trade Bills and Accommodation Bills. How are they used in commercial transactions?

[OR]

(b) Explain the difference between Payment in Due Course and Irregular Payment with suitable examples.

37. (a) Explain the difference between Restrictive Endorsement and Conditional Endorsement.

[OR]

(b) Discuss the circumstances under which a paying banker can refuse payment of a cheque.

38. (a) Explain the legal position of a minor in banking transactions. Can a minor be held liable for overdrafts?

[OR]

(b) Explain the procedure for opening a bank account for Clubs and Associations.

39. (a) What is a Savings Account? Explain its key features and benefits for account holders.

[OR]

(b) Explain the KYC (Know Your Customer) norms and their importance in account opening.

40. (a) Explain the concept of Electronic Fund Transfer (EFT) and its advantages in banking services.

[OR]

(b) Explain the importance of financial literacy and advisory services provided by banks to their customers.



**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. \_\_\_\_\_ is the father of Modern Marketing.

(a) Abraham Maslow

(b) Lester Wunderman

(c) Peter Drucker

(d) Philip Kotler

2. Marketing is a process which aims at \_\_\_\_\_

(a) Production

(b) Profit-making.

(c) The satisfaction of customer needs

(d) Selling products

3. The term marketing refers to \_\_\_\_\_

(a) Advertising, Sales Promotion, Publicity and Public Relational activities

(b) A new product needs ideas, Developments, concepts and improvements.

(c) Sales Planning, Strategy and Implementation

(d) A philosophy that stresses customer value and satisfaction.

4. In the history of marketing, when did the production period end?

(a) In the late 1800s.

(b) In the early 1900s

(c) In the 1920s.

(d) After the end of the Second World War.

5. The best Definition of Marketing given by Philip Kotler is \_\_\_\_\_

(a) Marketing is the process by which companies create value for customers & build strong customer relationships in order to capture value from customers in return.

(b) Marketing is a societal process by which individuals & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others.

(c) Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.

(d) None of the above



6. Marketing is the activity, set off \_\_\_\_\_ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.
- (a)Institutions (b)Organizations  
(c)Companies (d)Enterprises
7. The key term in the American Marketing Association's definition of marketing is:
- (a)Activity (b)Sales  
(c)Products (d)Value
8. The most formal and best definition of marketing is \_\_\_\_\_
- (a)An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization. (b)Improving the quality of life for consumers by selling them products and services.  
(c)Marketing is all about Meeting needs profitability i.e. identifying & fulfilling consumer needs. (d)Marketing is an organizational function includes the 4Ps i.e. product, place, price
9. Marketing is \_\_\_\_\_, there is a constant tension between the formulated side of marketing and the management side.
- (a)An art (b)A Science  
(c)Both an "art" and a "science" (d)Selling
10. Today, marketing must be understood in a new sense that can be characterized as \_\_\_\_\_
- (a)Get there first with the most. (b)Management of youth demand.  
(c)Satisfying customer needs. (d)Telling and selling

11. Which of the following is NOT an element of the marketing mix?
- (a)Distribution (b)Product  
(c)Target market (d)Pricing
12. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts- because
- (a)The competitors may be violating the law and can be reported to the authorities (b)The actions of competitors may threaten the monopoly position of the firm in its industry  
(c)The actions of competitors may create an oligopoly within an industry (d)New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix
13. Political campaigns are generally examples of \_\_\_\_\_
- (a)Cause marketing (b)Organization marketing  
(c)Event marketing (d)Person marketing
14. \_\_\_\_\_ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.
- (a)Environmental scanning (b)Stakeholder analysis  
(c)Market sampling (d)Opportunity analysis
15. Which of the following is typically NOT a result of recognizing the importance of ethnic groups by marketers?
- (a)Use of an undifferentiated one-size-fits-all marketing strategy (b)Different pricing strategies for different groups  
(c)Variations in product offerings to suit the wants of a particular group (d)Study of ethnic buying habits to isolate market segments

16. Strategic marketing planning establishes the\_\_\_\_\_

- (a)Resource base provided by the firm's strategy
- (c)Tactical plans that must be implemented by the entire organization

- (b)Economic impact of additional sales
- (d)Basis for any marketing strategy

17. Which of the following is the feature of the marketing?

- (a)Needs and wants
- (c)Customer value

- (b)Creating a market offering
- (d)All of the above

18. \_\_\_\_\_ concept is based on those companies who believe in this philosophy that quality of goods or services of good standard can easily attract customers.

- (a)Marketing concept
- (c)Product concept

- (b)Production concept
- (d)Selling concept

19. Which of the following is not the function of packaging?

- (a)Product protection
- (c)Promotion

- (b)Pricing objectives
- (d)Product identification

20. Which one is not a part of the 4 Ps?

- (a)Product
- (c)Price

- (b)People
- (d)Place

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21. Who is the Father of Modern Marketing?

(a) Philip Kotler

(c) Abraham Maslow

(b) Peter F Drucker

(d) Raymond Kroc

22. Different price points for a different level of quality for a company's related products is a part of which pricing strategy?

(a) Product line pricing

(c) Optional product pricing

(b) Incremental pricing

(d) By-product pricing

23. In today's time marketing must be understood and developed as?

(a) Getting the first mover's advantage

(c) Pushing for higher sales and profits

(b) Creating value for the customers

(d) Creating innovative products

24. Which one of these is an appropriate definition of "want"?

(a) The desires of consumers

(c) Basic human needs

(b) Needs related to society

(d) Needs directed to the product

25. Which concept holds that consumers will favour the products that are easily available at an affordable price?

(a) Production concept

(c) Marketing concept

(b) Product concept

(d) Production cost concept

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26. Which part of the consumer's income interests the marketers?

- |                        |                         |
|------------------------|-------------------------|
| (a)Gross Income        | (b)Disposable Income    |
| (c)Inflationary Income | (d)Discretionary Income |

27. To achieve market expansion a company must?

- |   |   |
|---|---|
| (a)Use distribution channels more effectively | (b)Use advertising campaigns more effectively |
| (c)Price their products more strategically    | (d)All of the above                           |

28. What is motive development?

- |  |   |
|--|---|
| (a)The imbalance between the customer's actual and desired state in which gap or problem-solving is recognized | (b)The gap between the customer's current state and past state      |
| (c)The balance between the customer's actual and desired state   | (d)The gap between the customer's and his colleague's current state |

29. Producers, wholesalers, and retailers act as a unified system to form a?

- |                                 |                                  |
|---------------------------------|----------------------------------|
| (a)Vertical marketing system    | (b)Horizontal marketing system   |
| (c)Traditional marketing system | (d)Hierarchical marketing system |

30. Select the strategic marketing planning tool?

- |   |   |
|---|---|
| (a)BCG matrix                           | (b)Market analysis                                    |
| (c)Consumer analysis and scanning model | (d)Market vulnerability/business opportunity analysis |

31. Using a successful brand name to launch a new product in a different category is called?
- (a) Line extension (b) Brand expansion  
(c) Brand extension (d) Branding
32. The marketer focuses on product awareness, trial, and expansion in this stage of the product life cycle?
- (a) Growth Stage (b) Decline Stage  
(c) Maturity stage (d) Introduction stage
33. When a firm believes that competitive edge depends purely on its ability to innovate, it is following?
- (a) Competitive model (b) Conventional model  
(c) Out-of-the-box thinking (d) None of the above

PART - B

(7 X 6 = 42)

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

34. (a) Explain the difficulties companies from developing countries experience when competing in international market.
- [OR]
- (b) Explain a company's external proximate macro environment and how it affects the business.
35. (a) Explain the external factors that influence consumer behaviour.
- [OR]
- (b) Evaluate market segments and target market selection.
36. (a) Explain in detail the product development process.
- [OR]
- (b) Explain the various stages of a product life cycle.
37. (a) What are the three general pricing approaches adopted by companies for pricing their products? Discuss in detail.
- [OR]
- (b) Explain the different types of distribution channels. Support your answer with suitable illustrations.
38. (a) Explain the significance of inventory control and warehousing
- [OR]
- (b) Explain the characteristics of an effective advertisement.
39. (a) Explain the competencies required for a successful sales manager.
- [OR]
- (b) Evaluate the history of reward management and the challenges associated with it.
40. (a) Examine the barriers in the communication process.
- [OR]
- (b) Discuss telemarketing as a cost-effective and quicker means of marketing



**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**Second Year - Second Semester**  
**BUSINESS ADMINISTRATION**  
**BANKING LAW AND PRACTICE — II**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. The primary relationship between a banker and customer starts from the time
  - (a)when customer visits that bank
  - (b)when customer opens account
  - (c)when customer visits that bank to made queries
  - (d)All of the above
2. Which one of the following is the most important relationship between banker and customer
  - (a)Debtor and Creditor
  - (b)Bailee and Bailor
  - (c)Agency and Principal
  - (d)Trustee and Beneficiary
3. Which bank have given the instructions to the commercial banks regarding the immediate credit of outstation cheques?
  - (a)Reserve Bank of India
  - (b)Central Bank
  - (c)World Bank
  - (d)All of the above
4. Dishonour of cheque by a banker without any justifiable reason is called
  - (a)Valid dishonour of cheques
  - (b)Unmindful dishonour of cheques
  - (c)Negligence dishonour of cheques
  - (d)Wrongful dishonour of cheques
5. \_\_\_\_\_ is the right of a person to retain the property of another person in his possession untill the debt from that owner of that property is repaid
  - (a)Lien
  - (b)Retainment
  - (c)Retrenchment
  - (d)Libel

6. The idea behind the bankers right to set-off is to enable the banker to reduce the \_\_\_\_\_ amount due to him from a customer
- (a)Gross (b)Net  
(c)Partial (d)None of the above
7. Fixed Deposits is otherwise called as
- (a)Accrued Deposits (b)Time deposits  
(c)Recurring Deposits (d)Demand Deposits
8. The main aim of a banker for performing the subsidiary services is to earn a ----- of the customers
- (a)Money (b)Documents  
(c)Valuables (d)Goodwill
9. In Negotiable Instruments Act 1881, which section defines promissory note?
- (a)Section 1 (b)Section s  
(c)Section 3 (d)Section 4
10. A cheque dated subsequent to the date of its issue is
- (a)Post dated cheque (b)Blank cheque  
(c)Crossed cheque (d)Account payee cheque

11. A drawer in the bill of exchange can also be a
- (a) Paymaster
  - (b) Payee
  - (c) Banker
  - (d) Creditor
12. The lien is defined in
- (a) the Sale of Goods Act
  - (b) the Transfer of property Act
  - (c) the Indian Contract Act
  - (d) the Companies Act
13. Who is primarily liable on a promissory note?
- (a) Holder
  - (b) Maker
  - (c) Drawee
  - (d) Endorser
14. ----- is a dead cheque
- (a) Post dated cheque
  - (b) Stale cheque
  - (c) Ante dated cheque
  - (d) Pre dated cheque
15. Discounting of bills of exchange is
- (a) Clean advance
  - (b) Secured advance
  - (c) Neither clean advance nor secured advance
  - (d) Unsecured advance

16. Expand NEFT

- (a)National Electronic Fund Transfer
- (c)Neutral Electronic Fund Transfer

- (b)Neutral Electronic Fund Transfer
- (d)Neutral Electronic Fund Transfer

17. Blank endorsement is otherwise called as

- (a)Full Endorsement
- (c)General Endorsement

- (b)Qualified Endorsement
- (d)Special Endorsement

18. What does the term "PIN" stands for

- (a)People Identification Number
- (c)Personal Identification Number

- (b)Personal Instruction Number
- (d)Personal Information Number

19. KYC means

- (a)Know Your Card
- (c)Know Your Customer

- (b)Know Your Cost
- (d)Know Your Creditor

20. RTGS means

- (a)Real Towards Gross Settlement
- (c)Real Technique Gross Settlement

- (b)Real Turn Gross Settlement
- (d)Real Time Gross Settlement

21. ATMs are primarily used for performing the \_\_\_\_\_ functions
- (a)Infrastructure (b)Computer based  
(c)Banking (d)Hospitalize
22. Nationalisation of 14 major commercial in the year of
- (a)1949 (b)1935  
(c)1956 (d)1969
23. A negotiable instrument drawn or make in India is called \_\_\_\_\_ instrument
- (a)Inland (b)Foreign  
(c)Time (d)Clean
24. Addition of the name of a banker across the face of a cheque is called as
- (a)General crossing (b)Special crossing  
(c)Upper Crossing (d)Lower Crossing
25. The most important feature of a negotiable instrument is
- (a)Free transfer (b)Transfer free from defects  
(c)Right to sue (d)Both A & B

26. In which year, Electronic Fund Transfer (EFT) was launched in India?

- |         |         |
|---------|---------|
| (a)1994 | (b)1995 |
| (c)1999 | (d)2000 |

27. In which year, SWIFT was established?

- |               |                |
|---------------|----------------|
| (a)April 1973 | (b)July 1973   |
| (c)May 1973   | (d)August 1973 |

28. Banking transaction that takes placed in a virtual ambience on the website of a banking company is termed as

- |                     |                      |
|---------------------|----------------------|
| (a)Internet Banking | (b)Telephone Banking |
| (c)Mobile Banking   | (d)Modern Banking    |

29. Telephone Banking has found a high level of acceptability especially among \_\_\_\_\_ level of people

- |                 |             |
|-----------------|-------------|
| (a)Professional | (b)Salaried |
| (c)Retired      | (d)Business |

30. Which is the first bank to introduce Credit card in India?

- |                  |                          |
|------------------|--------------------------|
| (a)Bank of India | (b)Global Trust Bank     |
| (c)IndusInd Bank | (d)Central Bank of India |

31. Which banks which accept deposits from the public and lend them mainly to commerce for short periods?

- |                       |                     |
|-----------------------|---------------------|
| (a) Commercial Bank   | (b) Industrial Bank |
| (c) Agricultural Bank | (d) Central Bank    |

32. A company who accepts demand deposit is called \_\_\_\_\_

- |                           |                     |
|---------------------------|---------------------|
| (a) Joint stock company   | (b) Banking company |
| (c) Manufacturing company | (d) IT company      |

33. EFT is introduced by

- |          |         |
|----------|---------|
| (a) IRDA | (b) RBI |
| (c) SEBI | (d) NSE |

PART - B

(7 X 6 = 42)

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

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

[OR]

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

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

[OR]

(b) Briefly explain recent developments in Banking.

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

[OR]

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

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

[OR]

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

38. (a) Brings out the need for:

1. Traveler's cheque
2. Credit Card
3. Letter of Credit
4. Rural Banking

[OR]

(b) Explain the functions of Banking.

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

[OR]

(b) Write a note on special customer.

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

(i) Remittance of Funds

(ii) Safe Deposit Lockers

(iii) Guarantee

[OR]

(b) Write short notes on the followings:

(i) Internet Banking,

(ii) Mobile Banking

(iii) ATMS

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**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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 of the following statement is correct?

- |  |  |
|--|--|
| (a) Reliability ensures the validity                       | (b) Validity ensures reliability               |
| (c) Reliability and validity are independent of each other | (d) Reliability does not depend on objectivity |

2. Which of the following statements is correct?

- |  |  |
|--|--|
| (a) Objectives of research are stated in first chapter of the thesis | (b) Researcher must possess analytical ability |
| (c) Variability is the source of problem                             | (d) All the above                              |

3. The first step of research is:

- |                         |                           |
|-------------------------|---------------------------|
| (a) Selecting a problem | (b) Searching a problem   |
| (c) Finding a problem   | (d) Identifying a problem |

4. Research can be conducted by a person who:

- |  |                                      |
|--|--------------------------------------|
| (a) holds a postgraduate degree              | (b) has studied research methodology |
| (c) possesses thinking and reasoning ability | (d) is a hard worker                 |

5. Research can be classified as:

- |   |   |
|---|---|
| (a) Basic, Applied and Action Research    | (b) Philosophical, Historical, Survey and Experimental Research |
| (c) Quantitative and Qualitative Research | (d) All the above   |

6. To test null hypothesis, a researcher uses:

(a)t-test

(c)X<sup>2</sup>

(b)ANOVA

(d)factorial analysis

7. Bibliography given in a research report:

(a)shows vast knowledge of the researcher

(c)has no relevance to research

(b)helps those interested in further research

(d)all the above

8. A research problem is feasible only when:

(a)it has utility and relevance

(c)it is new and adds something to knowledge

(b)it is researchable

(d)all the above

9. The study in which the investigators attempt to trace an effect is known as:

(a)Survey Research

(c)Historical Research

(b)Summative Research

(d)'Ex-post Facto' Research

10. Generalized conclusion on the basis of a sample is technically known as:

(a)Data analysis and interpretation

(c)Statistical inference

(b)Parameter inference

(d)All of the above

11. Fundamental research reflects the ability to:

- |   |   |
|---|---|
| (a)Synthesize new ideals                              | (b)Expound new principles                                 |
| (c)Evaluate the existing material concerning research | (d)Study the existing literature regarding various topics |

12. The main characteristic of scientific research is:

- |                 |                     |
|-----------------|---------------------|
| (a)empirical    | (b)theoretical      |
| (c)experimental | (d)all of the above |

13. Authenticity of a research finding is its:

- |                |                     |
|----------------|---------------------|
| (a)Originality | (b)Validity         |
| (c)Objectivity | (d)All of the above |

14. Which technique is generally followed when the population is finite?

- |                                  |                                 |
|----------------------------------|---------------------------------|
| (a)Area Sampling Technique       | (b)Purposive Sampling Technique |
| (c)Systematic Sampling Technique | (d)None of the above            |

15. Research problem is selected from the stand point of:

- |                          |  |
|--------------------------|--|
| (a)Researcher's interest | (b)Financial support                   |
| (c)Social relevance      | (d)Availability of relevant literature |

16. The research is always –

- |                                       |                             |
|---------------------------------------|-----------------------------|
| (a) verifying the old knowledge       | (b) exploring new knowledge |
| (c) filling the gap between knowledge | (d) all of these            |

17. Research is

- |  |                                       |
|--|---------------------------------------|
| (a) Searching again and again  | (b) Finding a solution to any problem |
| (c) Working in a scientific way to search for the truth of any problem | (d) None of the above                 |

18. A common test in research demands much priority on

- |                 |                      |
|-----------------|----------------------|
| (a) Reliability | (b) Useability       |
| (c) Objectivity | (d) All of the above |

19. Which of the following is the first step in starting the research process?

- |   |  |
|---|--|
| (a) Searching sources of information to locate the problem. | (b) Survey of related literature           |
| (c) Identification of the problem                           | (d) Searching for solutions to the problem |

20. Which correlation coefficient best explains the relationship between creativity and intelligence?

- |          |         |
|----------|---------|
| (a) 1.00 | (b) 0.6 |
| (c) 0.5  | (d) 0.3 |

21. Manipulation is always a part of

- (a) Historical research
- (b) Fundamental research
- (c) Descriptive research
- (d) Experimental research

22. The research which is exploring new facts through the study of the past is called

- (a) Philosophical research
- (b) Historical research
- (c) Mythological research
- (d) Content analysis

23. A null hypothesis is

- (a) when there is no difference between the variables
- (b) the same as research hypothesis
- (c) subjective in nature
- (d) when there is difference between the variables

24. We use Factorial Analysis:

- (a) To know the relationship between two variables
- (b) To test the Hypothesis
- (c) To know the difference between two variables
- (d) To know the difference among the many variables

25. Which of the following is classified in the category of the developmental research?

- (a) Philosophical research
- (b) Action research
- (c) Descriptive research
- (d) All the above

26. Action-research is:

- (a) An applied research
- (b) A research carried out to solve immediate problems
- (c) A longitudinal research
- (d) All the above

27. The basis on which assumptions are formulated:

- (a) Cultural background of the country
- (b) Universities
- (c) Specific characteristics of the castes
- (d) All of these

28. How can the objectivity of the research be enhanced?

- (a) Through its impartiality
- (b) Through its reliability
- (c) Through its validity
- (d) All of these

29. A research problem is not feasible only when:

- (a) it is researchable
- (b) it is new and adds something to the knowledge
- (c) it consists of independent and dependent variables
- (d) it has utility and relevance

30. The process not needed in experimental research is:

- (a) Observation
- (b) Manipulation and replication
- (c) Controlling
- (d) Reference collection

31. When a research problem is related to heterogeneous population, the most suitable sampling method is:

- |                         |                         |
|-------------------------|-------------------------|
| (a) Cluster Sampling    | (b) Stratified Sampling |
| (c) Convenient Sampling | (d) Lottery Method      |

32. Generalised conclusion on the basis of a sample is technically known as:

- |                                      |                         |
|--------------------------------------|-------------------------|
| (a) Data analysis and interpretation | (b) Parameter inference |
| (c) Statistical inference            | (d) All of the above    |

33. The experimental study is based on

- |                                   |                           |
|-----------------------------------|---------------------------|
| (a) The manipulation of variables | (b) Conceptual parameters |
| (c) Replication of research       | (d) Survey of literature  |

PART - B

(7 X 6 = 42)

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

34. (a) Explain the Nature of Research.

[OR]

(b) Discuss the advantages and disadvantages of online research.

35. (a) Examine the different types of hypothesis.

[OR]

(b) Describe how research objectives are identified.

36. (a) Enumerate the Various steps in a research design.

[OR]

(b) Differentiate between census method and sampling method.

37. (a) Explain convenience sampling.

[OR]

(b) Elaborate the modes of data collection

38. (a) Explain the merits and limitations of schedule method

[OR]

(b) Briefly Explain the classification of scaling techniques.

39. (a) Differentiate between univariate and bivariate analysis.

[OR]

(b) Briefly discuss the F-test.

40. (a) Describe the use of cluster analysis.

[OR]

(b) Discuss the limitations and role of the Research Report

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**Second Year - Fourth Semester**  
**BUSINESS ADMINISTRATION**  
**COMPUTER AND BANKING**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Identify a feature of e-banking transactions.

- |   |                                       |
|---|---------------------------------------|
| (a) Requires physical cheques               | (b) Involves face-to-face interaction |
| (c) Offers real-time transaction processing | (d) Limited to business hours         |

2. Determine how an electronic cheque differs from a truncated cheque.

- |   |  |
|---|--|
| (a) It is physically presented to the bank    | (b) It is processed electronically without physical movement |
| (c) It cannot be used for online transactions | (d) It has a longer processing time                          |

3. Which model of e-banking is characterized by a single database that services all transactions?

- |                              |                                   |
|------------------------------|-----------------------------------|
| (a) Distributed Approach     | (b) Cluster Approach              |
| (c) Hi Tech Bank within Bank | (d) Complete Centralized Solution |

4. In which e-banking model would you find specialized services offered within the same banking institution?

- |                                   |                            |
|-----------------------------------|----------------------------|
| (a) Complete Centralized Solution | (b) Cluster Approach       |
| (c) Hi Tech Bank within Bank      | (d) Decentralized Approach |

5. State the primary purpose of computerization in clearing houses.

- |                                      |   |
|--------------------------------------|---|
| (a) To reduce the workforce          | (b) To increase transaction fees        |
| (c) To speed up the clearing process | (d) To promote paper-based transactions |

6. Identify how an ATM provides convenience to customers.
- |                                    |  |
|------------------------------------|--|
| (a)By offering financial advice    | (b)By allowing 24/7 access to banking services |
| (c)By providing printed statements | (d)By accepting cheque deposits only           |
7. What is the purpose of Financial Transaction Terminals (FTT)?
- |   |  |
|---|--|
| (a)To provide secure vaults for physical cash | (b)To facilitate electronic financial transactions |
| (c)To print bank statements for customers     | (d)To offer in-person customer service             |
8. How does updating bank saving accounts electronically benefit customers?
- |  |  |
|--|--|
| (a)It increases the interest rates         | (b)It allows for real-time account balance updates |
| (c)It requires customers to visit the bank | (d)It limits transactions to business hours        |
9. Identify how privacy contributes to e-banking security.
- |   |  |
|---|--|
| (a)By sharing customer data with partners       | (b)By making transactions public             |
| (c)By keeping customer information confidential | (d)By storing data in a centralized database |
10. State the role of encryption in e-banking security.
- |  |   |
|--|---|
| (a)To decrease transaction speed                     | (b)To make data readable to everyone        |
| (c)To convert sensitive information into secure code | (d)To increase the size of transaction data |

11. Identify the purpose of asymmetric cryptography.

- (a) To use the same key for encryption and decryption
- (b) To use different keys for encryption and decryption
- (c) To make encryption easier to break
- (d) To encrypt only numeric data

12. Determine how a cryptanalyst contributes to e-banking security.

- (a) By hacking into bank systems
- (b) By breaking encryption codes to test security
- (c) By creating new encryption algorithms
- (d) By monitoring transaction speeds

13. What is a limitation of online banking in India?

- (a) It offers 24/7 customer service.
- (b) It requires internet connectivity.
- (c) It provides unlimited transaction capabilities.
- (d) It ensures physical interaction with bank staff.

14. Identify how biometric authentication can enhance e-banking security in India.

- (a) By replacing passwords with physical traits
- (b) By slowing down the transaction process
- (c) By requiring additional paperwork
- (d) By increasing the need for branch visits

15. How does mobile banking differ from traditional banking?

- (a) Mobile banking can only be done during bank hours.
- (b) Mobile banking does not allow for money transfers.
- (c) Mobile banking is not secure.
- (d) Mobile banking offers greater flexibility and convenience.

16. What role does a smartphone play in mobile banking?
- (a) It acts as a barrier to access banking services.
  - (b) It serves as a tool to access and manage bank accounts.
  - (c) It is irrelevant to the mobile banking process.
  - (d) It decreases the security of financial transactions.
17. Identify how Secure Electronic Transaction (SET) contributes to transaction security.
- (a) By broadcasting transactions publicly
  - (b) By ensuring confidentiality and integrity of payment information
  - (c) By slowing down the transaction process
  - (d) By requiring physical presence for transactions
18. Determine the role of firewalls in internet security.
- (a) To increase data transfer speeds
  - (b) To prevent unauthorized access to a network
  - (c) To store data in a centralized location
  - (d) To serve as a physical barrier around a server
19. How is non-numeric data represented in the octal number system?
- (a) Using digits 0-7
  - (b) Using digits 0-9
  - (c) Using alphanumeric characters
  - (d) It cannot represent non-numeric data
20. Identify the primary use of hexadecimal representation in computing.
- (a) To create passwords
  - (b) To represent large numbers in a compact form
  - (c) To measure computing speed
  - (d) To design user interfaces

21. Identify how the main memory differs from secondary storage.

- (a) Main memory is volatile, while secondary storage retains data without power.
- (b) Main memory is used for long-term data storage.
- (c) Secondary storage cannot store data.
- (d) Main memory has slower access times than secondary storage.

22. What does 'peripheral' refer to in computing?

- (a) The central processing unit
- (b) The main memory
- (c) Devices connected to a computer system
- (d) The operating system

23. State how language translators assist in programming.

- (a) By converting code into machine language
- (b) By translating comments in code to different languages
- (c) By providing synonyms for code commands
- (d) By correcting spelling errors in code

24. What is the main purpose of an operating system?

- (a) To process text documents
- (b) To manage computer resources and provide user interface
- (c) To design websites
- (d) To create animations

25. Determine how a router functions in a network.

- (a) It stores data for retrieval.
- (b) It connects multiple networks and directs data traffic.
- (c) It increases the processing power of a network.
- (d) It is used for creating documents.

26. Define the Internet.

- |                                 |  |
|---------------------------------|--|
| (a)A local network in an office | (b)A global network connecting millions of computers |
| (c)A type of software           | (d)A peripheral device                               |

27. State how protocols like HTTP and FTP work on the Internet.

- |  |   |
|--|---|
| (a)They provide electricity to power the servers.      | (b)They act as guidelines for transferring data over the web. |
| (c)They are programming languages for web development. | (d)They are types of computer viruses.                        |

28. Identify what an email is :

- |   |                                       |
|---|---------------------------------------|
| (a)A type of computer hardware                  | (b)A network communication protocol   |
| (c)An electronic message sent over the Internet | (d)A software used to create graphics |

29. Expand the acronym CCS in the context of e-banking models.

- |                                 |                                  |
|---------------------------------|----------------------------------|
| (a)Centralized Customer Service | (b)Complete Centralized Solution |
| (c)Clustered Computing System   | (d)Comprehensive Cyber Security  |

30. Select the electronic delivery channel that allows customers to perform banking transactions from home.

- |                |         |
|----------------|---------|
| (a)ATM         | (b)EFT  |
| (c)Telebanking | (d)MICR |

31. Determine the technology used to read cheques automatically in banks.

- |         |        |
|---------|--------|
| (a)ATM  | (b)EFT |
| (c)MICR | (d)FTT |

32. State the primary goal of e-banking security.

- |                                  |   |
|----------------------------------|---|
| (a)To ensure customer loyalty    | (b)To protect against unauthorized access |
| (c)To increase transaction speed | (d)To reduce operational costs            |

33. What is a cryptogram?

- |                         |                           |
|-------------------------|---------------------------|
| (a)A puzzle game        | (b)An unencrypted message |
| (c)An encrypted message | (d)A decryption key       |

PART - B

(7 X 6 = 42)

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

34. (a) Differentiate between traditional and E-Banking.

[OR]

(b) Explain the features of CCS.

35. (a) Elaborately explain the EMT and its uses.

[OR]

(b) Discuss the MICR and FTT

36. (a) Explain the reasons for security attack and privacy.

[OR]

(b) Explain the encryption process.

37. (a) Discuss the E-Banking in India..

[OR]

(b) Difference between Digital Signature & Electronic Signature.

38. (a) Interpret the various Security Devices.

[OR]

(b) “Octal and Hexadecimal Representation of Non-Numeric Data “-Comment

39. (a) Discuss the various Peripheral Controllers.

[OR]

(b) Explain the need of software.

40. (a) Discuss the LAN need and importance.

[OR]

(b) Explain the Inter Branch Reconciliation Security Considerations.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. A key demographic feature of rural India includes:

- (a) High urbanization
- (c) High industrialization

- (b) Predominantly agricultural occupation
- (d) Low literacy rate

2. Literacy rates in rural India are:

- (a) Higher than urban areas
- (c) Lower than urban areas

- (b) Equal to urban areas
- (d) No significant difference

3. A major component of economic life in rural areas includes:

- (a) Banking
- (c) IT services

- (b) Agriculture
- (d) Manufacturing

4. The trend in per capita income in rural India shows:

- (a) Increasing steadily
- (c) No change

- (b) Decreasing steadily
- (d) Fluctuating

5. A significant feature of Indian agriculture includes:

- (a) High mechanization
- (c) Small and fragmented land holdings

- (b) Predominance of cash crops
- (d) High export rates

6. Indian agriculture plays a vital role in contributing to:
- |                         |                 |
|-------------------------|-----------------|
| (a)Industrial output    | (b)IT services  |
| (c)Urban infrastructure | (d)National GDP |
7. Rural marketing encounters obstacles due to:
- |                              |                            |
|------------------------------|----------------------------|
| (a)High transportation costs | (b)Low agricultural output |
| (c)High industrialization    | (d)Urban migration         |
8. Agricultural product pricing is impacted by:
- |                             |                         |
|-----------------------------|-------------------------|
| (a)High urban demand        | (b)Government subsidies |
| (c)Market demand and supply | (d)Low production costs |
9. Cooperative banks perform functions such as:
- |   |                               |
|---|-------------------------------|
| (a)Providing credit to small-scale industries | (b)Conducting market research |
| (c)Developing urban infrastructure            | (d)Promoting exports          |
10. Regional Rural Banks (RRBs) focus on offering financial services to:
- |                        |                     |
|------------------------|---------------------|
| (a)Urban areas         | (b)Rural areas      |
| (c)International trade | (d)Financial audits |

11. Microfinance Institutions (MFIs) support individuals by offering:
- |  |   |
|--|---|
| (a) Large-scale loans to corporations      | (b) Small loans to low-income individuals                   |
| (c) Financial services to urban businesses | (d) Investment opportunities for high-net-worth individuals |
12. The main purpose of SHGs is connected to:
- |                                      |                      |
|--------------------------------------|----------------------|
| (a) Financial inclusion              | (b) Market research  |
| (c) Urban infrastructure development | (d) Export promotion |
13. The Reserve Bank of India plays a central role in:
- |                                     |                                |
|-------------------------------------|--------------------------------|
| (a) Promoting exports               | (b) Conducting market research |
| (c) Developing urban infrastructure | (d) Regulating monetary policy |
14. NABARD primarily focuses on:
- |   |                                     |
|---|-------------------------------------|
| (a) Providing financial support for rural development | (b) Developing urban infrastructure |
| (c) Conducting financial audits                       | (d) Promoting exports               |
15. Small Industries Development Bank of India supports:
- |                           |                                   |
|---------------------------|-----------------------------------|
| (a) Reserve Bank of India | (b) NABARD                        |
| (c) Small industries      | (d) State Level Credit Committees |

16. The agency handling rural development at the district level is:

- |                                       |                      |
|---------------------------------------|----------------------|
| (a) Reserve Bank of India             | (b) NABARD           |
| (c) District Rural Development Agency | (d) Lead Bank Scheme |

17. Credit planning at state and district levels is coordinated through:

- |                      |                                       |
|----------------------|---------------------------------------|
| (a) Lead Bank Scheme | (b) Priority Sector Lending           |
| (c) MUDRA Scheme     | (d) National Rural Livelihood Mission |

18. Credit planning at the district level is handled by:

- |                                       |  |
|---------------------------------------|--|
| (a) District Rural Development Agency | (b) District Level Credit Committees           |
| (c) District Industries Centre        | (d) Small Industries Development Bank of India |

19. Loans for crop cultivation are called:

- |                      |                    |
|----------------------|--------------------|
| (a) Term loans       | (b) Crop loans     |
| (c) Industrial loans | (d) Personal loans |

20. Facilities like godowns and cold storage are intended for:

- |                       |                   |
|-----------------------|-------------------|
| (a) Financial trading | (b) Crop storage  |
| (c) Livestock grazing | (d) Urban housing |

21. MSME abbreviation represents:

- (a) Micro, Small, and Medium Enterprises
- (c) Small, Medium, and Micro Enterprises

- (b) Medium, Small, and Micro Enterprises
- (d) Micro, Medium, and Small Enterprises

22. The MSME sector contributes by:

- (a) Generating a high level of imports
- (c) Reducing banking infrastructure needs

- (b) Enhancing employment and GDP
- (d) Focusing solely on urban development

23. Education loans fall under:

- (a) Large scale industries
- (c) Export finance

- (b) Housing loans
- (d) Priority Sector Lending

24. Norms for Priority Sector Lending are issued by:

- (a) District Level Credit Committees
- (c) Reserve Bank of India

- (b) State Government
- (d) Ministry of Finance

25. The SHG Bank Linkage Programme focuses on:

- (a) Linking urban projects with banks
- (c) Financing large corporations

- (b) Providing credit to Self Help Groups
- (d) Supporting international trade

26. Bank accounts for the unbanked population are created under:

- |   |   |
|---|---|
| (a) Mahatma Gandhi National Rural Employment Guarantee Scheme | (b) National Rural Livelihood Mission             |
| (c) Jan Dhan Yojana   | (d) Deen Dayal Upadhyaya Grameen Kaushalya Yojana |

27. Rural employment and livelihood security are ensured by:

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| (a) Urban employment programs     | (b) MGNREGS                           |
| (c) Promoting international trade | (d) Supporting industrial development |

28. Rural entrepreneurship and self-employment are promoted by:

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| (a) Urban infrastructure projects | (b) National Rural Livelihood Mission |
| (c) Loans for large industries    | (d) Financing international trade     |

29. An issue emerging in Indian agriculture involves:

- |                        |                            |
|------------------------|----------------------------|
| (a) Surplus production | (b) Water scarcity         |
| (c) High export demand | (d) Low government support |

30. Small Finance Banks prioritize services for:

- |                           |                                      |
|---------------------------|--------------------------------------|
| (a) Large corporations    | (b) Underserved sections of society  |
| (c) International markets | (d) Urban infrastructure development |

31. The District Industries Centre's role includes:

- |                                       |   |
|---------------------------------------|---|
| (a)Regulating the banking sector      | (b)Financial assistance to small industries |
| (c)Monitoring agricultural activities | (d)Overseeing urban development             |

32. Allied agricultural activities include:

- |                         |                             |
|-------------------------|-----------------------------|
| (a)Textile production   | (b)Poultry farming          |
| (c)Software development | (d)Automobile manufacturing |

33. Small loans for individuals and groups are provided through:

- |                             |                            |
|-----------------------------|----------------------------|
| (a)Large industrial funding | (b)Micro Credit            |
| (c)Real estate investments  | (d)Import-export financing |

PART - B

(7 X 6 = 42)

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

34. (a) Analyze the objectives of HRM..

[OR]

(b) Discuss the importance of Total Quality Management.

35. (a) Analyse the role and structure of human resource function in an organization.

[OR]

(b) Examine the benefits of HR planning.

36. (a) Explain the sources of internal recruitment.

[OR]

(b) Analyse the different kinds of promotion systems used in organizations.

37. (a) Explain the need for training and development programmes in an organisation.

[OR]

(b) Summarize the different types of training.

38. (a) Discuss the on-the-job-methods of executive development.

[OR]

(b) Elaborate upon the special features of fringe benefits.

39. (a) Discuss the causes and consequences of labour attrition.

[OR]

(b) Evaluate the ways for improving performance appraisals.

40. (a) Discuss the factors that employers should keep in mind for ensuring employee retention.

[OR]

(b) Elaborate upon the advantages of HR Accounting.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. The primary purpose of management accounting is:

(a) Financial reporting

(b) Tax planning

(c) Decision-making

(d) Regulatory compliance

2. A limitation of management accounting:

(a) Provides real-time data

(b) Focuses on the future

(c) Is standardized

(d) Is highly subjective

3. Financial data expressed as a percentage of a base amount appears in:

(a) Trend percentage

(b) Common size statement

(c) Cash flow statement

(d) Income statement

4. Trend percentage analysis is designed to:

(a) Assess a company's market share

(b) Identify financial performance trends over time

(c) Calculate tax liabilities

(d) Estimate future sales

5. Liquidity ratios assess:

(a) Ability to meet short-term obligations

(b) Profitability

(c) Market share

(d) Revenue growth

6. A DuPont chart is employed for:

- (a)Return on equity (ROE) analysis
- (c)Audit of records

- (b)Financial statement preparation
- (d)Sales team

7. The fund flow statement highlights:

- (a)Cash inflows and outflows
- (c)Tax return preparation

- (b)Changes in working capital
- (d)Financial statement audits

8. A schedule of changes in working capital relates to:

- (a)Income statement
- (c)Fund flow statement

- (b)Balance sheet
- (d)Cash flow statement

9. Cash flow statement preparation aligns with:

- (a)AS 1
- (c)AS 3

- (b)AS 2
- (d)AS 4

10. Insights into sources of cash inflows can be drawn from:

- (a)Identifying cash inflows
- (c)Market research

- (b)Tax return preparation
- (d)Audits

11. Budgetary control aids in:

- (a)Reducing production costs
- (c)Increasing employee salaries

- (b)Achieving organizational goals
- (d)Preparing tax returns

12. Flexible budgets account for:

- (a)Sales plans
- (c)Production targets

- (b)Unforeseen expenses
- (d)Overhead allocations

13. An advantage of standard costing lies in:

- (a)Reduction in cost control
- (c)Simplification of variance analysis

- (b)Complexity in financial reports
- (d)Lower production efficiency

14. A drawback of standard costing includes:

- (a)Time-consuming variance analysis
- (c)Cost control encouragement

- (b)Availability of real-time data
- (d)Decision-making enhancement

15. Variance analysis assists with:

- (a)Differentiating actual and budgeted performance
- (c)Tax return preparation

- (b)Conducting market research
- (d)Production cost reduction

16. Material variance analysis evaluates:

- (a) Financial statement efficiency
- (c) Market trends

- (b) Material usage efficiency
- (d) Future production forecasts

17. Marginal costing focuses on:

- (a) Market research studies
- (c) Impact of variable costs on total costs

- (b) Preparation of tax returns
- (d) Reduction in production capacity

18. . Formula for break-even point (BEP) calculation is:

- |  |  |
|--|--|
| (a) $\text{Fixed Costs} / (\text{Selling Price per Unit} - \text{Variable Cost per Unit})$ | (b) $(\text{Selling Price per Unit} - \text{Fixed Costs}) / \text{Variable Cost per Unit}$ |
| (c) $\text{Fixed Costs} / \text{Variable Cost per Unit}$                                   | (d) $\text{Variable Cost per Unit} / \text{Selling Price per Unit}$                        |

19. Margin of safety signifies:

- (a) Drop in sales possible before reaching BEP
- (c) Variable cost per unit

- (b) Total fixed costs
- (d) Total revenue

20. Break-even point helps in identifying:

- (a) Minimum sales volume required to prevent losses
- (c) Market trend evaluations

- (b) Financial auditing requirements
- (d) Customer management needs

21. The purpose of differential costing is:

- (a)Conducting market research
- (c)Comparing costs of alternatives

- (b)Preparing financial statements
- (d)Analyzing customer satisfaction

22. Differential costing is useful for:

- (a)Tax planning
- (c)Reduced market share

- (b)Financial reporting
- (d)Decision-making

23. Capital budgeting involves:

- (a)Long-term investment evaluation
- (c)Market analysis

- (b)Tax return preparation
- (d)Short-term financial performance

24. Appraisal methods for capital budgeting include:

- (a)Payback period, NPV, and IRR
- (c)Financial auditing

- (b)Market research
- (d)Product development

25. The payback period method estimates:

- (a)Total profit generated
- (c)Market share of the company

- (b)Time required to recover the initial investment
- (d)Cash flow generated

26. Net present value (NPV) is described as:

- |                                     |   |
|-------------------------------------|---|
| (a) Total revenue minus total costs | (b) Market price of the investment                    |
| (c) Future value of the investment  | (d) Present value of cash inflows minus cash outflows |

27. Alternative capital expenditure programmes are evaluated through:

- |   |                         |
|---|-------------------------|
| (a) Market research                                   | (b) Financial audits    |
| (c) Payback period, NPV, IRR, and profitability index | (d) Product development |

28. Evaluation of capital expenditure programmes enables:

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| (a) Informed investment decisions | (b) Production cost reduction       |
| (c) Market research conduction    | (d) Financial statement preparation |

29. Solvency is evaluated by:

- |                          |                              |
|--------------------------|------------------------------|
| (a) Current ratio        | (b) Quick ratio              |
| (c) Debt-to-equity ratio | (d) Inventory turnover ratio |

30. The primary distinction between a fund flow statement and a cash flow statement lies in:

- |  |  |
|--|--|
| (a) Focus on cash transactions             | (b) Inclusion of non-cash transactions |
| (c) Analysis of changes in working capital | (d) Preparation frequency              |

31. Labor variance analysis addresses:

- (a) Identifying cost overruns in labor expenses
- (c) Customer satisfaction evaluation

- (b) Conducting market research
- (d) Financial statement preparation

32. Margin of safety is calculated as:

- (a) Total Costs / Variable Costs
- (c) Total Revenue / Fixed Costs

- (b) (Fixed Costs - Variable Costs) / Selling Price
- (d) (Actual Sales - Break-even Sales) / Actual Sales

33. Accounting rate of return (ARR) is computed by:

- (a) Dividing total revenue by total costs
- (c) Dividing average annual profit by average investment

- (b) Subtracting total costs from total revenue
- (d) Multiplying average investment by NPV

PART - B

(7 X 6 = 42)

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

34. (a) 'Management accounting is the presentation of accounting information in such a way as to assist the management in decision making.'-Comment.

[OR]

(b) The following are the balance sheets of a concern as on 31st December, 2011 and 2012.

<i>Liabilities</i>	<i>2011</i> ₹	<i>2012</i> ₹	<i>Assets</i>	<i>2011</i> ₹	<i>2012</i> ₹
Sundry creditors	55,000	83,000	Cash	25,000	18,000
Bills payable	20,000	16,000	Sundry debtors	1,60,000	2,00,000
Provision for taxation	40,000	50,000	Bills receivable	20,000	30,000
Proposed dividend	42,000	50,000	Stock in trade	77,000	1,09,000
6% Debentures	1,50,000	1,00,000	Machinery	80,000	2,00,000
General reserve	40,000	70,000	Building	2,00,000	1,70,000
Profit and loss A/c	30,000	48,000	Goodwill	1,15,000	90,000
Capital	3,00,000	4,00,000			
Total	6,77,000	8,17,000		6,77,000	8,17,000

Prepare a comparative balance sheet of the concern and study its financial position.

35. (a) Discuss the ratios that determine the liquidity of a business.

[OR]

- (b) The following are the summaries of the Balance Sheets of SBG Ltd. as at 31st December, 2009 and 31st December, 2010

<i>Liabilities</i>	<i>2009</i> (₹)	<i>2010</i> (₹)	<i>Assets</i>	<i>2009</i> (₹)	<i>2010</i> (₹)
Sundry creditors	1,18,500	1,23,405	Cash	7,500	8,100
Bills payable	1,01,340	34,575	Sundry debtors	2,55,525	2,17,875
Bank overdraft	1,78,530	—	Bills receivable	6,945	2,205
Provision for taxation	1,20,000	1,50,000	Inventories	3,33,120	2,92,110
Profit & Loss A/c	1,19,070	1,23,660	Building	4,45,500	4,32,750
Reserves	1,50,000	1,50,000	Plant	3,38,850	3,48,600
Share capital	6,00,000	7,80,000	Goodwill	—	60,000
	13,87,440	13,61,640		13,87,440	13,61,640

**Additional Information:**

- (i) During the year 31st December, 2010 an interim dividend of Rs.74,000 was paid.
- (ii) The assets of another company were purchased for Rs. 1,80,000 payable in full paid shares of company. These assets consisted of stock Rs.64,920, machinery Rs.55,080 and Goodwill Rs.60,000. In addition sundry purchases of plant was made totaling to Rs.16,950.
- (iii) Income tax paid during the year amounting to Rs.75,000.
- (iv) The net profit for the year before tax was Rs.1,87,590.

You are required to prepare:

- (i) Schedule of changes in working capital; and
- (ii) Statement showing the sources and application of funds for the year 2010.

36. (a) Following are the balance sheets of Super & Superior Company Ltd.

<i>Liabilities</i>	<i>Dec.</i> <i>2011</i> (₹)	<i>Dec.</i> <i>2012</i> (₹)	<i>Assets</i>	<i>Dec.</i> <i>2011</i> (₹)	<i>Dec.</i> <i>2012</i> (₹)
Share capital	70,000	74,000	Land	20,000	30,000
6% Debentures	12,000	6,000	Goodwill	10,000	5,000
Bills payable	10,000	11,000	Stock	49,200	42,700
Sundry creditors	1,060	1,640	Debtors	14,900	17,700
Profit and loss A/c	10,040	10,560	Cash	9,000	7,800
	1,03,100	1,03,200		1,03,100	1,03,200

**Additional Information:** (i) Dividends were paid totalling Rs.3,500. (ii) Land was purchased for Rs.10,000 and amount provided for the amortization of goodwill totalled Rs.6,000. (iii) Debentures loan was repaid Rs. 6,000. You are required to prepare cash flow statement. 6. From the following balance sheets of Sweetie Limited as on December 31, 2011 and 2012, you are required to prepare cash flow statement for the year ended December 31, 2012.

[OR]

- (b) Describe briefly the methods of preparing a sales budget. Discuss the principal factors that should be considered in developing the sales budget.

37. (a) Explain the advantages and limitations of standard costing.

[OR]

- (b) A company manufactured 12,000 units during the year 2000 by consuming 36,000 kg of raw material which was purchased at Rs. 3 per kg. The engineering section of the company had estimated 2 kg of raw material for a unit output. The standard price of the raw material was fixed for Rs. 3.50 per kg. Calculate material variances.

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

[OR]

(b) Write short notes on:

(i) Angle of incidence (ii) Break-even point (iii) Profit-volume chart.

39. (a) Identify and examine the steps involved in decision making process.

[OR]

(b) Illustrate a format of capital budget and discuss the kinds of proposals under the capital budgeting process.

40. (a) Beauty Company Ltd. is considering two mutually exclusive projects—*X* and *Y*. The particulars are as under:

<i>Particulars</i>		<i>Project X</i> (₹)	<i>Project Y</i> (₹)
Initial investment		75,000	1,25,000
Estimated cash flows: (before tax)			
Year	1	20,000	10,000
	2	30,000	25,000
	3	25,000	40,000
	4	20,000	65,000
	5	10,000	90,000
	6	15,000	—

The average rate of tax may be taken at 40 per cent. Neither project has any scrap value. Compute the payback period on each project and discuss which project is preferable.

[OR]

(b) Explain the different methods can be prescribed for RADR calculation.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. What is the main difference between Personnel Management and HRM?  

(a) Personnel Management focuses on individual performance, HRM on team performance	(b) Personnel Management is more administrative, HRM is more strategic
(c) Personnel Management is short-term, HRM is long-term	(d) There is no difference
2. One of the challenges of HRM is \_\_\_\_\_.  

(a) Increasing employee turnover	(b) Managing technological changes
(c) Reducing work hours	(d) Decreasing productivity
3. The role of HRM in strategic management is \_\_\_\_\_.  

(a) Financial planning	(b) Resource allocation
(c) Managing human capital	(d) Marketing strategies
4. Emotional Quotient (EQ) represents  

(a) A measure of physical strength	(b) A measure of emotional intelligence
(c) A measure of financial stability	(d) A measure of technical skills
5. The purpose of the HR function in organizations includes:  

(a) Only recruiting employees	(b) Ensuring legal compliance
(c) Managing payroll exclusively	(d) Facilitating overall employee development

6. A key component of the HR department structure is:

- |                                  |                 |
|----------------------------------|-----------------|
| (a)Marketing team                | (b)Finance team |
| (c)Recruitment and training team | (d)Sales team   |

7. HR planning refers to:

- |                                 |                                |
|---------------------------------|--------------------------------|
| (a)Setting organizational goals | (b)Forecasting HR requirements |
| (c)Managing budgets             | (d)Conducting market research  |

8. Job description provides information on:

- |                                |                               |
|--------------------------------|-------------------------------|
| (a)Employee's personal details | (b)Company's financial status |
| (c)Details about the job role  | (d)Competitor analysis        |

9. External sources of recruitment involve:

- |                         |                  |
|-------------------------|------------------|
| (a)Promotions           | (b)Transfers     |
| (c)Employment exchanges | (d)Job rotations |

10. Domestic recruitment sources include:

- |                           |                               |
|---------------------------|-------------------------------|
| (a)National job fairs     | (b)Global job portals         |
| (c)International agencies | (d)Offshore recruitment firms |

11. A test for evaluating a candidate's knowledge and skills is called:

(a)Psychological tests

(b)Medical tests

(c)Technical tests

(d)Financial tests

12. The purpose of interviews is:

(a)Evaluate employee performance

(b)Plan financial strategies

(c)Select the best candidate for the job

(d)Organize company events

13. Examples of training types include:

(a)On-the-job training

(b)Market research

(c)Product development

(d)Budgeting

14. A well-designed training program aligns with:

(a)The organization's financial goals

(b)The job requirements

(c)External market trends

(d)Reduced employee salaries

15. The evaluation of training effectiveness determines:

(a)ROI of training programs

(b)Market analysis

(c)Financial reports

(d)Reduced employee workload

16. Methods for evaluating training include:

(a) Surveys and feedback

(c) Financial audits

(b) Market research

(d) Product testing

17. Career planning involves the process of:

(a) Identifying career goals

(c) Conducting market surveys

(b) Managing payroll

(d) Reducing work hours

18. Techniques in career development include:

(a) Financial planning

(c) Product development

(b) Mentoring and coaching

(d) Budgeting

19. Wages and salary administration involves:

(a) Financial audits

(c) Market analysis

(b) Management of employee compensation

(d) Product design

20. Fringe benefits mean:

(a) Direct cash payments

(c) Non-monetary benefits for employees

(b) Company profits

(d) Stock options

21. Sweat equity refers to:

- |   |                    |
|---|--------------------|
| (a)Employee ownership through stock options | (b)Physical labor  |
| (c)Financial investments                    | (d)Market analysis |

22. Consequences of labor attrition are:

- |                          |                           |
|--------------------------|---------------------------|
| (a)Improved productivity | (b)Increased hiring costs |
| (c)Reduced market share  | (d)Higher employee morale |

23. Performance appraisal is:

- |   |                        |
|---|------------------------|
| (a)Product development                    | (b)Market research     |
| (c)The evaluation of employee performance | (d)Product development |

24. Potential appraisal aims to:

- |                             |                            |
|-----------------------------|----------------------------|
| (a)Conduct financial audits | (b)Identify future leaders |
| (c)Market analysis          | (d)Product design          |

25. Industrial relations involve:

- |  |                           |
|--|---------------------------|
| (a)Relations between employers and employees | (b)Market analysis        |
| (c)Financial audits                          | (d)Decreases productivity |

26. Employee grievance redressal methods include:

- |                                |                                   |
|--------------------------------|-----------------------------------|
| (a)Conducting financial audits | (b)Addressing employee complaints |
| (c)Market analysis             | (d)Product testing                |

27. A Human Resource Information System (HRIS) is used for:

- |                           |                    |
|---------------------------|--------------------|
| (a)Managing employee data | (b)Market research |
| (c)Financial audits       | (d)Product testing |

28. Personnel records and reports help in:

- |                                     |                               |
|-------------------------------------|-------------------------------|
| (a)Maintaining employee information | (b)Conducting market research |
| (c)Financial audits                 | (d)Developing products        |

29. A challenge faced in Human Resource Management is:

- |                              |                          |
|------------------------------|--------------------------|
| (a)High employee retention   | (b)High employee morale  |
| (c)Increased work efficiency | (d)Technological changes |

30. The selection process focuses on:

- |                                  |  |
|----------------------------------|--|
| (a)Only hiring new employees     | (b)Managing payroll                    |
| (c)Planning marketing strategies | (d)Screening and evaluating candidates |

31. Executive development emphasizes:

- |                                |                                 |
|--------------------------------|---------------------------------|
| (a)Enhancing leadership skills | (b)Conducting financial reviews |
| (c)Market analysis             | (d)Product design               |

32. Incentives are defined as:

- |                                    |                     |
|------------------------------------|---------------------|
| (a)Financial rewards for employees | (b)Job descriptions |
| (c)Market strategies               | (d)Company policies |

33. Employee welfare programs are:

- |                      |  |
|----------------------|--|
| (a)Market strategies | (b)Benefits provided to employees for their well-being |
| (c)Financial audits  | (d)Product development                                 |

PART - B

(7 X 6 = 42)

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

34. (a) Analyze the objectives of HRM..

[OR]

(b) Discuss the importance of Total Quality Management.

35. (a) Analyse the role and structure of human resource function in an organization.

[OR]

(b) Examine the benefits of HR planning.

36. (a) Explain the sources of internal recruitment.

[OR]

(b) Analyse the different kinds of promotion systems used in organizations.

37. (a) Explain the need for training and development programmes in an organisation.

[OR]

(b) Summarize the different types of training.

38. (a) Discuss the on-the-job-methods of executive development.

[OR]

(b) Elaborate upon the special features of fringe benefits.

39. (a) Discuss the causes and consequences of labour attrition.

[OR]

(b) Evaluate the ways for improving performance appraisals.

40. (a) Discuss the factors that employers should keep in mind for ensuring employee retention.

[OR]

(b) Elaborate upon the advantages of HR Accounting.

N-1765

COURSE CODE

200354

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A DEGREE EXAMINATION, MAY 2025**  
**Third Year - Fifth Semester**  
**BUSINESS ADMINISTRATION**  
**TOURISM ENTREPRENEURSHIP**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**PART - A**

(33 X 1 = 33)

Answer **all** the questions.

1. An entrepreneur is described as:

- |                                       |                          |
|---------------------------------------|--------------------------|
| (a)Managing an enterprise             | (b)Buying products       |
| (c)Innovating and creating businesses | (d)Working for a company |

2. Characteristics of entrepreneurial behavior include:

- |                               |                         |
|-------------------------------|-------------------------|
| (a)Risk aversion              | (b)Dependence on others |
| (c)Proactivity and innovation | (d)Conformity           |

3. A common form of ownership for small tourism businesses is:

- |                 |                             |
|-----------------|-----------------------------|
| (a)Partnerships | (b)Multinational structures |
| (c)Corporations | (d)Sole proprietorship      |

4. Developing a new business in tourism involves:

- |                           |                       |
|---------------------------|-----------------------|
| (a)Market research        | (b)Employing staff    |
| (c)Planning travel routes | (d)Managing a venture |

5. Initial steps in creating a business plan involve:

- |                        |                         |
|------------------------|-------------------------|
| (a)Advertising efforts | (b)Allocating resources |
| (c)Generating an idea  | (d)SWOT analysis        |

N-1765

6. Feasibility analysis helps in determining:

(a) Viability of the business

(c) Financial constraints

(b) Marketing potential

(d) Employee needs

7. Entrepreneurial opportunities in tourism are found in:

(a) Mining

(c) Agriculture

(b) Accommodation

(d) Manufacturing

8. Key factors in the accommodation sector include:

(a) Market research

(c) Product design

(b) Customer service and satisfaction

(d) Technical skills

9. Opportunities in tourism are present in:

(a) Transportation

(c) Manufacturing

(b) Mining

(d) Agriculture

10. Success in transportation ventures depends on:

(a) Low-cost services

(c) High profit margins

(b) Efficient and reliable service

(d) Only marketing

11. Risk aspects of entrepreneurial opportunities involve:

- |   |                             |
|---|-----------------------------|
| (a)Only market research   | (b)Only financial loss      |
| (c)Various factors like market competition, financial stability, and operational challenges | (d)Only employee management |

12. Financing for tourist cab services requires:

- |  |                          |
|--|--------------------------|
| (a)Equity funding  | (b)Only venture capital  |
| (c)Adequate initial capital, manageable interest rates, and flexible repayment terms | (d)Only personal savings |

13. A significant business opportunity in tourism lies in:

- |                                     |                |
|-------------------------------------|----------------|
| (a)Manufacturing                    | (b)Agriculture |
| (c)Shopping and restaurant services | (d)Mining      |

14. Spending in shopping and restaurants is influenced by:

- |                         |  |
|-------------------------|--|
| (a)Only product quality | (b)Only pricing strategies                         |
| (c)Only marketing       | (d)Overall customer experience and value for money |

15. Tourism attraction development includes opportunities such as:

- |  |                               |
|--|-------------------------------|
| (a)Only transportation services  | (b)Only restaurant management |
| (c)Creating and developing tourist attractions like theme parks, resorts, and historical sites | (d)Only hotel management      |

16. The scope of tourism attraction development involves:
- (a) Historical sites only
  - (b) National and international attractions
  - (c) Local attractions only
  - (d) Cultural attractions exclusively
17. Financial sources for tourism ventures consist of:
- (a) Only personal savings
  - (b) Only credit unions
  - (c) Government grants, bank loans, and venture capital
  - (d) Only equity funding
18. Key determinants of venture success include:
- (a) Ignoring competition
  - (b) High-risk strategies
  - (c) Only high investment
  - (d) Market trends, customer satisfaction, and effective management
19. Development programs aim to:
- (a) Improve customer service
  - (b) Reduce operational costs
  - (c) Enhance entrepreneurial skills and mindset
  - (d) Conduct market research
20. Entrepreneurial culture is defined by:
- (a) Avoiding risks
  - (b) Minimizing investments
  - (c) Following traditional business practices
  - (d) Innovation, risk-taking, and proactive decision-making

21. Customer understanding in tourism is achieved by:

- (a) Conducting only internal surveys
- (c) Focusing solely on financial aspects

- (b) Analyzing travel patterns, preferences, and needs
- (d) Ignoring market trends

22. Strategy in tourism includes:

- (a) Ignoring competition
- (c) Market positioning, competitive analysis, and customer engagement

- (b) Reducing marketing efforts
- (d) Minimizing customer interaction

23. Writing business plans involves:

- (a) Ignoring financial requirements
- (c) Outlining marketing, financial, operational, and people strategies

- (b) Avoiding operational planning
- (d) Reducing marketing efforts

24. Feasibility studies determine:

- (a) Ignoring market trends
- (c) Reducing costs

- (b) Business viability, market potential, and financial requirements
- (d) Increasing operational complexity

25. Tourism enterprise forms may include:

- (a) Limited to sole proprietorship
- (c) Only corporation

- (b) Sole proprietorship, partnership, corporation, or cooperative
- (d) Only partnership

26. Legal business considerations encompass:

- |                                |   |
|--------------------------------|---|
| (a)Only financial audits       | (b)Licensing, registration, and compliance with regulations |
| (c)Ignoring legal requirements | (d)Only focusing on marketing                               |

27. Setting up a tourism enterprise entails:

- |   |                                       |
|---|---------------------------------------|
| (a)Ignoring market research   | (b)Avoiding regulatory compliance     |
| (c)Identifying opportunities, business planning,<br>licensing, and registration | (d)Only focusing on financial aspects |

28. Intrapreneurship fosters:

- |                                      |  |
|--------------------------------------|--|
| (a)Conducting market research        | (b)Innovating and creating new ventures within an existing<br>organization |
| (c)Only focusing on financial audits | (d)Starting a new business   |

29. Small enterprises in India are promoted by:

- |                      |                              |
|----------------------|------------------------------|
| (a)NABARD divisions  | (b)FICCI committees          |
| (c)NITI Aayog boards | (d)MSME Development Agencies |

30. Financing for transportation ventures is sourced from:

- |                             |  |
|-----------------------------|--|
| (a)Only foreign investments | (b)Various sources like bank loans, venture capital, and<br>private equity |
| (c)Only government funding  | (d)Only personal savings   |

31. Tourism attraction opportunities offer:

- |  |                               |
|--|-------------------------------|
| (a) Negligible risk                    | (b) Minimal customer interest |
| (c) High potential for economic growth | (d) Limited economic impact   |

32. Opportunities in tourism entrepreneurship require:

- |  |                           |
|--|---------------------------|
| (a) Only financial investments                     | (b) Only market research  |
| (c) Creativity, innovation, and strategic planning | (d) Only technical skills |

33. Networking in tourism emphasizes:

- |  |  |
|--|--|
| (a) Building partnerships with other businesses and stakeholders | (b) Only focusing on internal operations |
| (c) Avoiding partnerships  | (d) Ignoring market trends               |

PART - B

(7 X 6 = 42)

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

34. (a) Examine the socio-economic factors influencing entrepreneurship.

[OR]

(b) Analyze the importance of a SWOT analysis in venture creation.

35. (a) Discuss the steps of an entrepreneurial performance assessment.

[OR]

(b) Examine the role and associated opportunities of accommodation in the tourism industry.

36. (a) Explain the importance of transportation in the tourism industry.

[OR]

(b) Evaluate the changes that the Indian taxi market has undergone over the past years.

37. (a) Examine the impact of tourism on the local economy.

[OR]

(b) Discuss how tourism developed with the onset of the 20th century.

38. (a) Compare the advantages and disadvantages of bond financing.

[OR]

(b) Discuss the importance of business ethics and organizational culture.

39. (a) Examine various business strategies employed in successful business ventures.

[OR]

(b) Analyze the importance of writing a business plan.

40. (a) Identify the different kinds of business organizations.

[OR]

(b) Highlight the differences between entrepreneurship and intrapreneurship.



**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. \_\_\_\_\_ includes all activities involved in the transformation of savings into investment.  
(a) Financial System (b) Financial Services  
(c) Economic System (d) Saving System
2. \_\_\_\_\_ services are mainly provided to foreign investors.  
(a) Custodial services (b) Financial Services  
(c) Factoring Services (d) None of these
3. This P is not a part of the 7Ps of marketing mix  
(a) Promotion (b) Price  
(c) People (d) Purpose
4. Marketing of product and service in which the offer itself is not intended to make any monetary profit is called  
(a) Profit marketing (b) Virtual marketing  
(c) Digital marketing (d) Non-profit marketing
5. Which among these is concerned with pricing policies for late entrants to a market.  
(a) Market penetration (b) Marketing research  
(c) Market skimming (d) Marketing skills

6. The traditional view of marketing is that the firm makes something and then -----it.
- (a)Markets (b)Sells  
(c)Prices (d)Services
7. Customers who are loyal to two or three brands in a product group are\_\_\_\_\_
- (a)Hard core loyal (b)Soft core loyal  
(c)Switchers (d)None of the above
8. Marketing is a process which aims at \_\_\_\_\_.
- (a)Satisfaction of customer needs (b)Selling products  
(c)Production (d)Profit making.
9. Marketing is a \_\_\_\_\_ function of transferring goods from producers to consumers.
- (a)Systematic (b)Economic  
(c)Management (d)Commercial
10. Which is the feature of direct marketing \_\_\_\_\_
- (a)Open dialogue (b)One-to-one communication  
(c)personal relationship (d)All of the above

11. Tele –marketing is a part of \_\_\_\_\_.

(a)Direct marketing

(b)Social marketing

(c)Viral marketing

(d)Relationship marketing

12. \_\_\_\_\_ can be achieved only when all person within the organization understand the importance of the customer.

(a)Profit maximization

(b)Sales volume

(c)Customer Satisfaction

(d)None of these

13. The customer focused philosophy is known as the ----- concept.

(a)Production

(b)Product

(c)Selling

(d)Marketing

14. The ----- function of marketing makes the products available in different geographic regions.

(a)Production

(b)Selling

(c)Distribution

(d)Promotion

15. Ensuring the availability of the products and services as and when required by the customers is \_\_\_\_\_ utility.

(a)Time

(b)Place

(c)Form

(d)Possession

16. Transportation belongs to ----- function of marketing.

- |                    |                 |
|--------------------|-----------------|
| (a)Research        | (b)Exchange     |
| (c)Physical supply | (d)Facilitating |

17. Fixing and maintaining the standards for quality, quantity, size and other features of the product refer to \_\_\_\_\_.

- |                    |             |
|--------------------|-------------|
| (a)Standardization | (b)Grading  |
| (c)Packaging       | (d)Labeling |

18. \_\_\_\_\_ is the process of identifying specific market segments.

- |                     |                     |
|---------------------|---------------------|
| (a)Market targeting | (b)Target marketing |
| (c)Positioning      | (d)Marketing        |

19. \_\_\_\_\_ referred to as zero segmentation.

- |                             |                     |
|-----------------------------|---------------------|
| (a)Mass marketing           | (b)Niche marketing  |
| (c)Differentiated marketing | (d)Market targeting |

20. \_\_\_\_\_ is the next stage of market segmentation.

- |                     |                |
|---------------------|----------------|
| (a)Market targeting | (b)positioning |
| (c)MIS              | (d)Marketing   |

21. \_\_\_\_\_ derives a person towards selection of a particular shop or suppliers of goods and services.
- (a)Product (b)Patronage  
(c)Rational (d)Emotion
22. The marketing outcomes of a product is known as \_\_\_\_\_.
- (a)Profit (b)Brand loyalty  
(c)Branding (d)Brand equity
23. The literary meaning of the term product is \_\_\_\_\_.
- (a)Lead forward (b)Good  
(c)Features (d)Goods and services
24. Setting a price below that of the competition is called
- (a)Skimming (b)competitive pricing  
(c)Penetration pricing (d)All the above
25. The concept of marketing mix was developed by \_\_\_\_\_.
- (a)N.H.Borden (b)Philip Katter  
(c)W.Anderson (d)Stanton

26. In selling concept, maximization of profit of the firm is done through \_\_\_\_\_.
- (a) Sales volume (b) Increasing production  
(c) Quality (d) Services
27. \_\_\_\_\_ segmentation classifies consumers on the basis of age, gender, income and occupation.
- (a) Geographic (b) Behavioural  
(c) Psychological (d) Demographic
28. The four Cs are \_\_\_\_\_.
- (a) Customer focus, cost, convenience and communication (b) Convenience, control, competition and cost  
(c) Customer solution, cost, convenience and communication (d) Competition, cost, convenience and communication
29. A marketing information system (MIS) caters to the needs of \_\_\_\_\_.
- (a) Marketing decision (b) Databases  
(c) Safeguard (d) customized
30. The emotional attachment of a customer towards a brand is known as \_\_\_\_\_.
- (a) Brand loyalty (b) Brand awareness  
(c) Brand equity (d) Brand association

31. The legalized version of a brand is known as \_\_\_\_\_.

(a) Standardization

(b) Quality

(c) Trademark

(d) Production

32. Ending prices with 99p is called

(a) Price lining

(b) Prestige pricing

(c) Odd- even pricing

(d) Skimming

33. In \_\_\_\_\_ stage, a product is well established in the market.

(a) Growth

(b) Maturity

(c) Introduction

(d) Decline

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) Explain the steps for developing social marketing plan.

35. (a) Examine the relevance of marketing in the banking sector.

[OR]

(b) Explain the marketing mix of a banker.

36. (a) Discuss the different kinds of branches of a bank.

[OR]

(b) Explain the essential factors which influence the process of new product development.

37. (a) Write a short note on the importance of product management.

[OR]

(b) Describe the objectives of pricing.

38. (a) State the advantages of deregulation of savings bank deposit.

[OR]

(b) Explain the methods used in Promotion Mix.

39. (a) Explain the advantages of direct marketing.

[OR]

(b) Discuss the various types of advertising.

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

[OR]

(b) Differentiate between training and development.

**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**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. What is the primary objective of financial management?  

(a) Maximizing profits	(b) Minimizing expenses
(c) Maximizing shareholder wealth	(d) Ensuring financial transparency
2. Which of the following best describes the scope of financial management?  

(a) Only involves managing a company's investments	(b) Includes investment decisions, financing decisions, and dividend decisions
(c) Focuses solely on budgeting and forecasting	(d) Primarily deals with managing a company's cash flow
3. Shareholders' wealth maximization (SWM) focuses on:  

(a) Short-term profits	(b) Increasing the market value of the firm's shares
(c) Minimizing operating costs	(d) Expanding the firm's market presence
4. Which of the following is a benefit of the shareholders' wealth maximization objective over profit maximization?  

(a) It ensures immediate returns to shareholders	(b) It incorporates the time value of money and risk factors
(c) It prioritizes short-term gains	(d) It focuses solely on accounting profits
5. What is one major advantage of budgeting?  

(a) It guarantees financial success	(b) It eliminates financial risks
(c) It provides a framework for evaluating performance	(d) It increases market competition

6. What is the main objective of responsibility accounting?
- (a) To allocate resources efficiently (b) To control costs and enhance decision-making at various responsibility centers
- (c) To increase employee salaries (d) To manage market share
7. What does the discounting method determine?
- (a) The future value of a series of cash flows (b) The present value of future cash flows
- (c) The depreciation of assets over time (d) The compound interest earned over time
8. If you want to calculate the present value (PV) of a future amount, which formula would you use?
- (a)  $PV = FV * (1 + r)^n$  (b)  $PV = FV / (1 + r)^n$
- (c)  $PV = FV + (1 + r)^n$  (d)  $PV = FV - (1 + r)^n$
9. Which formula is commonly used to estimate the cost of equity using the Capital Asset Pricing Model (CAPM)?
- (a)  $\text{Cost of Equity} = \text{Risk-Free Rate} + \text{Beta} * (\text{Market Return} - \text{Risk-Free Rate})$  (b)  $\text{Cost of Equity} = \text{Dividend} / \text{Market Price} + \text{Growth Rate}$
- (c)  $\text{Cost of Equity} = (\text{Net Income} / \text{Equity})$  (d)  $\text{Cost of Equity} = \text{Total Assets} / \text{Equity}$
10. What does the Weighted Average Cost of Capital (WACC) represent?
- (a) The average interest rate on all debt (b) The overall cost of capital for the firm, weighted by the proportion of each capital component
- (c) The highest cost of any single capital component (d) The unweighted average cost of all capital components

11. Operating leverage arises because of:

- |                             |                        |
|-----------------------------|------------------------|
| (a)Fixed Cost of Production | (b)Fixed Interest Cost |
| (c)Variable Cost            | (d)None of the above   |

12. Relationship between change in sales and change in is measured by:

- |                       |                      |
|-----------------------|----------------------|
| (a)Financial leverage | (b)Combined leverage |
| (c)Operating leverage | (d)None of the above |

13. Capital Budgeting Decisions are:

- |                |                     |
|----------------|---------------------|
| (a)Reversible  | (b)Irreversible     |
| (c)Unimportant | (d)All of the above |

14. A sound Capital Budgeting technique is based on:

- |                                |                       |
|--------------------------------|-----------------------|
| (a)Cash Flows                  | (b)Accounting Profit  |
| (c)Interest Rate on Borrowings | (d)Last Dividend Paid |

15. Which capital structure theory posits that firms balance the tax benefits of debt with the bankruptcy costs of debt?

- |                         |                              |
|-------------------------|------------------------------|
| (a)Pecking Order Theory | (b)Agency Theory             |
| (c)Trade-off Theory     | (d)Modigliani-Miller Theorem |

16. The Pecking Order Theory suggests that firms prefer to finance new investments in which order?
- (a)Debt first, then equity, and finally retained earnings (b)Retained earnings first, then debt, and finally equity  
(c)Equity first, then retained earnings, and finally debt (d)Debt first, then retained earnings, and finally equity
17. What is the primary distinction between short-term and long-term sources of finance?
- (a)The interest rates charged (b)The amount of money available  
(c)The duration for which the funds are required (d)The type of collateral used
18. Which of the following is a common source of short-term finance?
- (a)Equity shares (b)Term loans  
(c)Trade credit (d)Debentures
19. What is asset-based financing?
- (a)Financing based on the creditworthiness of the borrower (b)Financing based on the value of collateral assets  
(c)Financing based on future revenue projections (d)Financing based on stock market performance
20. Which of the following best describes lease financing?
- (a)Purchasing an asset with full payment upfront (b)Renting an asset for a specific period while the lessor retains ownership  
(c)Borrowing money to buy an asset outright (d)Selling an asset and leasing it back

21. What is a dividend policy?

- |   |   |
|---|---|
| (a) A policy that determines the market value of a company's shares | (b) A company's approach to distributing profits to shareholders in the form of dividends |
| (c) A method for calculating a company's revenue                    | (d) A strategy for increasing the company's debt  |

22. Which of the following decisions is directly influenced by a company's dividend policy?

- |                                 |                              |
|---------------------------------|------------------------------|
| (a) Capital budgeting decisions | (b) Human resource decisions |
| (c) Financing decisions         | (d) Marketing decisions      |

23. What is working capital?

- |                                     |   |
|-------------------------------------|---|
| (a) The total assets of a company   | (b) The difference between current assets and current liabilities |
| (c) The long-term debt of a company | (d) The equity capital of a company                               |

24. Which of the following best describes the primary objective of working capital management?

- |  |  |
|--|--|
| (a) Maximizing long-term investments                               | (b) Ensuring a company's profitability   |
| (c) Managing short-term assets and liabilities to ensure liquidity | (d) Reducing the company's tax liability |

25. What is the primary objective of cash management in business?

- |                                   |  |
|-----------------------------------|--|
| (a) Maximizing shareholder wealth | (b) Minimizing liquidity                       |
| (c) Minimizing profit             | (d) Ensuring adequate liquidity for operations |

26. Which of the following is NOT a motive for holding cash?

- (a) Transaction motive
- (b) Speculative motive
- (c) Precautionary motive
- (d) Investment motive

27. What are marketable securities?

- (a) Stocks issued by newly listed companies
- (b) Securities that can be easily bought or sold in the financial markets
- (c) Government bonds that cannot be traded
- (d) Securities with no value

28. The primary goal of investing surplus cash in marketable securities is to:

- (a) Generate long-term capital gains
- (b) Maximize shareholder dividends
- (c) Earn a return on idle cash while maintaining liquidity
- (d) Purchase fixed assets

29. What does the "dividend irrelevance theory" propose?

- (a) Dividends are irrelevant to the shareholders' wealth
- (b) Dividends are crucial for increasing a firm's market value
- (c) Dividends affect a firm's capital structure significantly
- (d) Dividends have a direct impact on a firm's profitability

30. What is the cash conversion cycle (CCC)?

- (a) The total time taken for cash outflows and inflows to occur
- (b) The time period between purchasing inventory and receiving cash from sales
- (c) The period during which a company prepares its financial statements
- (d) The cycle of converting equity into cash

31. Cash forecasting helps businesses:

- |  |                                   |
|--|-----------------------------------|
| (a) Determine the optimal inventory levels | (b) Predict future sales revenues |
| (c) Assess employee productivity           | (d) Manage long-term investments  |

32. Cash budgeting involves:

- |   |                                     |
|---|-------------------------------------|
| (a) Planning for short-term financing needs | (b) Long-term investment strategies |
| (c) Calculating depreciation                | (d) Analyzing market trends         |

33. Just-in-Time (JIT) inventory management focuses on:

- |   |   |
|---|---|
| (a) Stockpiling large quantities of inventory | (b) Minimizing inventory levels to reduce holding costs |
| (c) Increasing production downtime            | (d) Maximizing storage space                            |

PART - B

(7 X 6 = 42)

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

34. (a) State in brief, the principle functions of a finance management.

[OR]

(b) Distinguish between wealth maximization and profit maximisation. Explain briefly the various types of financial management decisions.

35. (a) What is meant by the term budgeting? Describe the organization for the preparation of budgets.

[OR]

(b) Explain the significance of discounting method in financial management.

36. (a) Kumar Ltd. expects an annual EBIT of Rs. 2,00,000. The company has Rs. 5,00,000 in 10% debentures. The equity capitalization rate is 12.5%. The company prospects to issue additional equity shares of Rs. 1,50,000 and use the proceeds for redemption of debentures of Rs. 1,50,000. Calculate the value of the firm and the overall cost of capital.

[OR]

(b) What are the different types of leverages? Explain their importance.

37. (a) Define capital budgeting. Discuss the importance of capital budgeting.

[OR]

(b) Critically examine the Net income and Net operating income approach to capital structure.

38. (a) State the advantages and disadvantages of equity shares

[OR]

(b) Discuss the significance of hire purchase financing.

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

[OR]

(b) Explain various factors influencing working capital.

40. (a) What are the motives for holding cash?

[OR]

(b) Explain the various kinds of inventories.

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**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**Third Year - Sixth 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. \_\_\_\_\_ primarily deals with the formation and enforcement of agreements between parties.  

(a) Tort Law	(b) Contract Law
(c) Criminal Law	(d) Family Law
2. Under business law, which type of law deals with the sale and distribution of goods?  

(a) Labor Law	(b) Intellectual Property Law
(c) Commercial Law	(d) Constitutional Law
3. \_\_\_\_\_ type of contract is one where the terms are inferred from the conduct of the parties.  

(a) Express Contract	(b) Quasi-Contract
(c) Implied Contract	(d) Void Contract
4. \_\_\_\_\_ best describes the acceptance of an offer under the Indian Contract Act, 1872.  

(a) Consent	(b) Bid
(c) Proposal	(d) Tender
5. In the context of agency law, which type of agent has authority limited to a single transaction or a series of related transactions?  

(a) General Agent	(b) Special Agent
(c) Universal Agent	(d) Independent Agent

6. Which of the following is a valid reason for the termination of an agency relationship?
- (a) Completion of the agency's purpose                      (b) Death of the principal  
(c) Mutual agreement between principal and agent      (d) All of the above
7. \_\_\_\_\_ refers to a seller's obligation to deliver goods that match the description and quality agreed upon
- (a) Warranty    (b) Condition  
(c) Contract    (d) Agreement
8. Under the Sale of Goods Act, 1930, what is the right of an unpaid seller against the goods sold?
- (a) Right to lien    (b) Right to warranty  
(c) Right to contract    (d) Right to discount
9. Who is typically the drawer of a bill of exchange?
- (a) The payee    (b) The drawee  
(c) The holder    (d) The issuer
10. What action is necessary when a negotiable instrument is dishonored to inform the parties involved?
- (a) Protest    (b) Notice of dishonor  
(c) Legal challenge    (d) Reissuance

11. Which partner is liable for the debts and obligations of the partnership to the full extent of their personal assets?
- (a) Sleeping partner (b) Limited partner  
(c) Active partner (d) Unlimited partner
12. What is the consequence of not registering a partnership under the Partnership Act, 1932?
- (a) The partnership becomes illegal (b) Partners lose their rights and duties  
(c) Partners cannot sue each other (d) Partners cannot sue third parties
13. What is the process by which a company becomes a legal entity under the Companies Act, 1956?
- (a) Registration (b) Incorporation  
(c) Accreditation (d) Certification
14. \_\_\_\_\_ refers to a formal decision made by the members of a company at a meeting.
- (a) Bylaw (b) Resolution  
(c) Ordinance (d) Edict
15. Under COPRA, which agency handles consumer complaints involving goods and services at the district level?
- (a) National Consumer Disputes Redressal Commission (b) State Consumer Disputes Redressal Commission  
(c) Central Consumer Protection Council (d) District Consumer Disputes Redressal Forum

16. What term is used to describe the apex consumer dispute resolution body at the national level under COPRA?
- (a) National Consumer Disputes Redressal Commission  
(b) State Consumer Disputes Redressal Commission  
(c) Central Consumer Protection Council  
(d) Consumer Protection Council
17. What are the consequences for engaging in anti-competitive practices?
- (a) Warning letters  
(b) Fine and penalty imposition  
(c) Tax incentives  
(d) Government subsidies
18. What term describes actions such as price fixing, bid rigging, and market allocation that are prohibited under the Competition Act, 2002?
- (a) Fair trade practices  
(b) Anti-competitive agreements  
(c) Market competition clauses  
(d) Consumer protection regulations
19. Identify the right that allows a patentee to exclude others from making, using, or selling an invention without permission.
- (a) Right to license  
(b) Exclusive right  
(c) Right to sue  
(d) Moral right
20. In the context of intellectual property rights, what is the primary purpose of a trademark?
- (a) To protect literary and artistic works  
(b) To identify and distinguish goods or services of one business from those of others  
(c) To grant exclusive rights for scientific inventions  
(d) To provide protection for traditional knowledge

21. Under the Information Technology Act, 2000, which type of governance facilitates the use of electronic means for transactions and communication?
- (a)E-governance (b)Cyber governance  
(c)Digital governance (d)Virtual governance
22. \_\_\_\_\_ is the consequence of committing a cyber offence, such as hacking, under the Information Technology Act, 2000?
- (a)Monetary fine and/or imprisonment (b)Community service  
(c)Loss of internet access (d)Requirement to attend cyber ethics classes
23. For service sector enterprises, what defines a small enterprise according to the MSMED Act, 2006?
- (a)Investment in equipment not exceeding ₹50 lakhs (b)Investment in equipment above ₹50 lakhs but not exceeding ₹2 crores  
(c)Investment in equipment above ₹2 crores but not exceeding ₹5 crores (d)Investment in equipment not exceeding ₹1 crore
24. Under the MSMED Act, 2006, which category applies to an enterprise with investment in plant and machinery between ₹10 crores and ₹50 crores in the manufacturing sector?
- (a)Micro (b)Small  
(c)Medium (d)Large
25. Which type of government policy under the MSMED Act, 2006, aims to encourage the establishment and expansion of MSMEs through tax relief and financial benefits?
- (a)Credit policy (b)Taxation and incentives policy  
(c)Import policy (d)Export control policy

26. Under the MSMED Act, 2006, what is one of the key benefits provided to MSMEs to help them compete effectively with larger enterprises?
- (a)Exemption from paying income tax  
(c)Automatic qualification for export licenses
- (b)Access to low-interest credit and financial assistance  
(d)Unrestricted access to international markets
27. \_\_\_\_\_ mechanism allows minority shareholders to challenge and prevent decisions that may be oppressive or unfairly prejudicial to them?
- (a)Oppression and mismanagement petition  
(c)Share buyback scheme
- (b)Voting by majority rule  
(d)Dividend withholding
28. How is a company wound up when it is initiated by the company itself, often due to insolvency or decision of its members?
- (a)Voluntary winding-up  
(c)Administrative winding-up
- (b)Compulsory winding-up  
(d)Legal winding-up
29. A contract creates
- (a)rights in personam  
(c)only rights and no obligations
- (b)rights in rem  
(d)only obligations and no rights
30. Assignment by operation of law takes place \_\_\_\_\_
- (a)by the mutual consent of parties  
(c)when the subject matter of a contract ceases to exist.
- (b)by the will of either party  
(d)by the death of a party to a contract.

31. Where a contract could not be performed because of the default by a third person on whose work the promisor relied, it \_\_\_\_\_
- (a) is not discharged (b) is discharged  
(c) becomes void (d) becomes voidable.
32. Specific performance may be ordered by the court when \_\_\_\_\_
- (a) the contract is voidable (b) damages are an adequate remedy  
(c) damages are not an adequate remedy (d) the contract is uncertain.
33. A finder of lost goods is a \_\_\_\_\_
- (a) bailor (b) bailee  
(c) true owner (d) thief

PART - B

(7 X 6 = 42)

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

34. (a) Explain the laws applicable to business.  
[OR]  
(b) Illustrate the essentials of Contract.
35. (a) Explain the circumstances under which an agency relationship can be terminated.  
[OR]  
(b) Explain the essential elements of a contract of sale under the Sale of Goods Act, 1930
36. (a) Explain its characteristics and significance of negotiable instruments in commercial transactions.  
[OR]  
(b) Discuss the different types of partners in a partnership.
37. (a) What are the essential documents required for incorporation of a Company?  
[OR]  
(b) Discuss the objectives and significance of the Consumer Protection Act (COPRA), 1986.
38. (a) Explain the meaning and scope of the Competition Act, 2002.  
[OR]  
(b) Illustrate the Rights of Patentee.
39. (a) What are the roles and responsibilities of Certifying Authorities under 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) Explain the reservation policy for Micro and Small Enterprises under the MSME Act.  
[OR]  
(b) Outline the methods available for the winding-up of companies under the Companies Act.



**ONLINE PROGRAMME EXAMINATIONS**  
**B.B.A. DEGREE EXAMINATION, MAY 2025**  
**Third Year - Sixth Semester**  
**BUSINESS ADMINISTRATION**  
**ENTREPRENEURSHIP**  
**(CBCS - 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

PART - A

(33 X 1 = 33)

Answer **all** the questions.

1. Who is often referred to as the "father of modern entrepreneurship"?  

(a) Steve Jobs	(b) Richard Cantillon
(c) Adam Smith	(d) Elon Musk
2. How does entrepreneurship primarily contribute to economic development?  

(a) By reducing competition	(b) By increasing unemployment
(c) By fostering innovation and job creation	(d) By increasing government control over businesses
3. What best defines an entrepreneur?  

(a) A person who works for a large corporation	(b) An individual who creates, organizes, and manages a business venture
(c) Someone who follows instructions without questioning	(d) A government employee managing public resources
4. The term 'Entrepreneur' was derived from French word \_\_\_\_\_.  

(a) Enterpurpose	(b) Enterprise
(c) Enterprocedure	(d) Entreprenre
5. \_\_\_\_\_ is one common method for generating business ideas.  

(a) Ignoring current market trends	(b) Copying competitors without changes
(c) Brainstorming and market research	(d) Relying solely on luck and chance

6. \_\_\_\_\_ factor is crucial for effective opportunity recognition.
- (a) A strict adherence to traditional methods                      (b) An in-depth understanding of market needs and gaps  
(c) Focusing only on existing successful businesses              (d) Ignoring customer feedback and trends
7. Which of the following is typically a key component of a business plan?
- (a) A personal diary    (b) Market analysis  
(c) A list of favorite books    (d) Daily to-do lists
8. Why are financial projections important in a business plan?
- (a) They are only a formality and not used for decision-making      (b) They help assess the future financial performance and funding requirements  
(c) They are used to decorate the plan with numbers              (d) They are irrelevant to investors and stakeholders
9. Which of the following is a type of debt security commonly used by new ventures?
- (a) Convertible bonds    (b) Preferred stock  
(c) Common stock    (d) Equity shares
10. \_\_\_\_\_ is a key factor in determining the ideal debt-equity mix for a new venture.
- (a) The number of employees in the company                              (b) The industry average and risk tolerance of the venture  
(c) The personal preference of the entrepreneur                      (d) The design of the business's logo

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- (a) The number of employees in the company
  - (b) The industry average and risk tolerance of the venture
  - (c) The personal preference of the entrepreneur
  - (d) The design of the business's logo
13. Which type of intellectual property protects inventions and discoveries?
- (a) Trademark
  - (b) Copyright
  - (c) Patent
  - (d) Trade secret
14. Which of the following is a key aspect of marketing a new venture?
- (a) Raising capital
  - (b) Securing trademarks
  - (c) Hiring employees
  - (d) Understanding customer needs
15. \_\_\_\_\_ is a primary function of venture capital in new ventures.
- (a) Providing loans
  - (b) Funding growth initiatives
  - (c) Offering tax advice
  - (d) Managing human resources

16. \_\_\_\_\_ factor is crucial for building venture capital for a new venture.
- (a)Reducing market competition (b)Lowering production costs  
(c)Securing intellectual property (d)Demonstrating scalability
17. \_\_\_\_\_ financial analysis method compares a project's expected return with its required rate of return.
- (a)Payback period (b)Internal rate of return (IRR)  
(c)Return on investment (ROI) (d)Net present value (NPV)
18. \_\_\_\_\_ is a key consideration in product design during project formulation.
- (a)Minimizing operational costs (b)Securing intellectual property rights  
(c)Achieving regulatory compliance (d)Reducing market competition
19. \_\_\_\_\_ institution focuses on financing small-scale industries in India.
- (a)LIC (b)ICICI  
(c)SIDBI (d)SFC
20. \_\_\_\_\_ institution provides venture capital and equity financing to entrepreneurs.
- (a)SFC (b)TIIC  
(c)IFCI (d)LIC

21. What are incentives typically offered to SSI units by the government?

- (a) Tax exemptions
- (b) Import tariffs
- (c) Land subsidies
- (d) Market monopolies

22. \_\_\_\_\_ is a common cause of sickness in Small Scale Industries.

- (a) High market demand
- (b) Low production costs
- (c) Technological obsolescence
- (d) Access to skilled labor

23. \_\_\_\_\_ is the main objective of Entrepreneurship Development Programs (EDPs).

- (a) Ensuring government subsidies
- (b) Enhancing entrepreneurial skills
- (c) Facilitating international trade
- (d) Providing corporate jobs

24. Which group of entrepreneurs often benefit from specific programs aimed at their development?

- (a) Urban professionals
- (b) Senior executives
- (c) Women and rural entrepreneurs
- (d) International investors

25. \_\_\_\_\_ is a common objective of exit strategies for entrepreneurs.

- (a) Maximizing short-term profits
- (b) Minimizing customer satisfaction
- (c) Ensuring long-term sustainability
- (d) Achieving rapid market entry

26. \_\_\_\_\_ is a primary goal of a harvesting strategy in entrepreneurship.
- |   |  |
|---|--|
| (a)Identifying new market opportunities | (b)Generating revenue through dividends or sales |
| (c)Increasing research and development  | (d)Enhancing employee satisfaction               |
27. What do Capital subsidy programmes typically provide to entrepreneurs?
- |                                      |  |
|--------------------------------------|--|
| (a)Reduced interest rates on loans   | (b)Grants for infrastructure development |
| (c)Free land for business operations | (d)Marketing expertise                   |
28. Which recent trend has been observed in entrepreneurship development programmes?
- |                                   |  |
|-----------------------------------|--|
| (a)Decrease in government support | (b)Shift towards urban-centric initiatives |
| (c)Focus on sustainable practices | (d)Reduction in educational workshops      |
29. \_\_\_\_\_ is a key feature of intrapreneurship.
- |   |                             |
|---|-----------------------------|
| (a)Independence from organizational goals | (b)Focus on routine tasks   |
| (c)Innovation within a corporate setting  | (d)Avoidance of risk-taking |
30. Which type of special programme provides mentoring and networking opportunities for aspiring entrepreneurs?
- |                            |                          |
|----------------------------|--------------------------|
| (a)Seed capital assistance | (b)Sales tax concessions |
| (c)Management of change    | (d)Business incubators   |

31. \_\_\_\_\_ is a primary consideration when choosing the legal form of a new venture.
- (a) Intellectual property protection (b) Employee benefits  
(c) Raw material costs (d) Marketing strategy
32. Which type of intellectual property protection prevents unauthorized use of unique brand elements?
- (a) Copyright (b) Patent  
(c) Trademark (d) Trade secret
33. Which financial analysis method assesses how quickly an investment will recover its initial cost?
- (a) Net present value (NPV) (b) Internal rate of return (IRR)  
(c) Payback period (d) Return on investment (ROI)

PART - B

(7 X 6 = 42)

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

34. (a) What are the main features of Entrepreneurship?
- [OR]  
(b) Discuss the role of Entrepreneurship in Economic Development.
35. (a) What is Business? Describe the nature and scope of business activities in modern society?
- [OR]  
(b) What is Business Plan? What are the components of a business plan?
36. (a) State the different types of Debt Securities.
- [OR]  
(b) Discuss about protection of Intellectual Property for launching the new venture.
37. (a) Discuss the characteristics of high growth new Ventures.
- [OR]  
(b) Discuss the sources of ideas for new products.
38. (a) Discuss the assistance provided by SIDBI to entrepreneur development in the country.
- [OR]  
(b) What remedial measures are required to arrest the growing industrial sickness in small scale sector?
39. (a) Explain the functions and role of SIDO in the production and development of small-scale industries.
- [OR]  
(b) What are the benefits and drawbacks of business harvesting strategies for entrepreneurs?
40. (a) What is EDP? Explain the recent trends of EDP.
- [OR]  
(b) What are the five dimension of entrepreneurial culture?