

R8040

Sub. Code

3172T1

B.Com. DEGREE EXAMINATION, APRIL – 2023

Second Semester

Apprenticeship Embedded

அலுவலக மேலாண்மை

(CBCS – 2021 onwards)

Time : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் விடையளி.

1. அலுவலக மேலாண்மை என்றால் என்ன?
2. அலுவலக அமைப்பு என்பதை விளக்குக.
3. அஞ்சல் பையின் நன்மைகளை கூறுக.
4. அஞ்சல் (Mail) என்பதன் அர்த்தத்தை கூறுக.
5. அலுவலக படிவங்களின் வகைகளை கூறுக.
6. மையப்படுத்தப்பட்ட கோப்பு முறை என்றால் என்ன?
7. அலுவலக இயந்திரங்களை தரப்படுத்துதல் (Standardisation) என்றால் என்ன?
8. அலுவலகத்தில் கடித தொடர்பை கையாள்வதற்குரிய இயந்திரங்கள் யாவை?
9. சுட்டகராதி என்றால் என்ன?
10. அலுவலக அறிக்கை பற்றி சிறு குறிப்பு வரைக.

அனைத்து வினாக்களுக்கும் விடையளி.

11. (அ) அலுவலகத்தின் முக்கியத்துவத்தை விளக்குக.  
(அல்லது)  
(ஆ) அலுவலக அமைப்பின் கொள்கைகளை (principles) கூறுக.
12. (அ) அஞ்சல் சேவைகளை இயந்திரமயமாக்கலின் பயன்பாடுகளை விவரி.  
(அல்லது)  
(ஆ) திறம்பட்ட அஞ்சல் சேவையின் நன்மைகள் யாவை?
13. (அ) ஒரு படிவம் வடிவமைப்பதன் முறைகளை விளக்குக.  
(அல்லது)  
(ஆ) பதிவேடு மேலாண்மையின் கொள்கைகளை விவரி.
14. (அ) அலுவலக இயந்திரங்களை தேர்வு செய்யும் பொழுது மனதில் கொள்ள வேண்டிய காரணிகள் யாவை?  
(அல்லது)  
(ஆ) அலுவலக இயந்திரங்களின் நன்மைகளை விளக்குக.
15. (அ) ஏதாவது நான்கு வகையான அறிக்கைகளை விளக்குக.  
(அல்லது)  
(ஆ) ஒரு அறிக்கையின் வடிவம் யாது?

ஏதேனும் மூன்று வினாக்களுக்கு விடையளிக்கவும்.

16. நவீன அலுவலகத்தில் பயன்படுத்தப்படும் மனைத்துணைப் பொருட்கள் பற்றி விளக்குக.
17. ஒரு பெரிய அலுவலகத்தில் வெளி செல்லும் அஞ்சலை திறமையாக கையாள்வதின் முறையை விவரி.
18. அதிகமான வாடிக்கையாளர்களை கொண்ட ஒரு பெரிய நிறுவனத்தில் எந்த வகையான கோப்பு முறையை நீங்கள் சிபாரிசு செய்வீர்கள்?
19. கீழே கொடுக்கப்பட்டுள்ள அலுவலக சாதனங்களின் நன்மைகளை விளக்குக.
  - (அ) புகைப்பட நகல் (photo copier)
  - (ஆ) பில்லிங் இயந்திரம் (billing machine)
  - (இ) நகல் எடுக்க உதவும் உள்வெட்டு தகடு (Stenwe duplication)
  - (ஈ) நுண்பட உபகரணங்கள் (Micro filming equipments)
20. ஒரு குறுகிய அறிக்கை தயாரிப்பதற்கான வழிகாட்டுதல்களை (guidelines) விவரி.

**R8041**

**Sub. Code**

**3172C1**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Apprenticeship Embedded**

**ADVANCED ACCOUNTANCY – II**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define bill of exchange.
2. Explain accommodation bills.
3. What is short sales in insurance claims?
4. Write short note on average clause.
5. What is an overriding commission?
6. Explain proforma invoice.
7. What are the methods of recording transactions relating to joint venture?
8. What is memorandum joint venture?
9. Explain the features of single entry system.
10. What is statement of affairs?

**Part B**

(5 × 5 = 25)

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

11. (a) Ravi draws a bill for Rs.2,000 on Gopal on 15<sup>th</sup> September for three months. On maturity, Gopal failed to honour the bill. Pass entries in the books of Ravi, if he had retained the bill with him till maturity.

Or

- (b) On 1<sup>st</sup> march 2015, Arun approached his friend Balu for a loan of Rs.2,000 and later being unable to find the money accepts a two months bill for the amount. Arun discount the bill with his banker on 3<sup>rd</sup> March, 2015 at 12% P.A. On the due date of the bill, Arun sends the amount to Balu to meet the bill pass entries in the books of Balu.

12. (a) Calculate short sales:

Date of fire occurs	– 01.06.2013
Period of dislocation of business	– 4 months
Standard sales	– 5,00,000
Increased trend	– 15%
Actual sales	– 3,00,000

Or

- (b) What are the types of Fire Insurance claims?

13. (a) From the following particulars, prepare general ledger adjustment account in the purchase ledger.

	Rs.
Opening balance (cr)	2,500
Credit purchases	10,300
Acceptance given	4,000
Purchase returns	250
Cash paid	7,500
Discount received	300

Or

- (b) During the year 2016, the following transactions took place:

	Rs.
Purchase during the year	75,000
Sales during the year	1,25,000
Closing stock on Dec 2016	15,000
Manufacturing expenses	10,000

Rate of gross profit was 25% on cost. Find out the opening stock.

14. (a) Write the differences between sale and consignment.

Or

- (b) Raja consigned 2000 kg of Gingelly oil costing Rs.15,000. He paid freight and insurance Rs.300 and Rs.200, Mani, consignor received the consignment and incurred Rs.300 towards unloading charges. He sold 1800 kg oil and reported the balance of stock as 150 kg. Find out the value of closing stock.

15. (a) What are the differences between joint venture and partnership firm?

Or

- (b) Give journal entries under separate set of books maintained for the joint venture.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Sankar draws on Sarkar a bill for Rs.2,000 on 1<sup>st</sup> may 2010 of 3 monthly for mutual accommodation. Sarkar returns the bill duly accepted and Sankar discounted the bill with the bank for Rs.1980. He remits half of the amount to Sankar on the date of maturity he remits the balance and the bill is met. Pass journal entries in the books of books the parties.
17. A merchant's godown caught fire on November 3, 2002 at night causing serious damage to stock. The following information is obtained from the books and records salvaged.

	Rs.
Stock on 31.12.2000	45,000
Stock on 31.12.2001	50,000
Purchases during 2001	4,75,000
Sales from January to November 2002	4,00,000
Purchases from January to November 2002	4,40,000
Sales during 2001	5,87,500

Assuming that the rate of gross profit on sales has been the same in 2002 and 2003. Estimate the value of stock in the godown at the time of fire.

18. Karthik and Sayee entered into a joint venture to construct a building for a company at a contract price of Rs.1,60,000 payable in cash. Karthik supplied materials Rs.16,000. Purchase materials for cash Rs.32,000 and paid wages and other expenses Rs.44,000.

Sayee supplied materials Rs.16,000. Purchase materials for cash Rs.14,000 and paid expenses to Rs.4,000.

Karthik took away the unused materials at Ra.2,000 and received the contract price on completion of the building, Karthick was entitled to  $\frac{5}{8}$  profit and Sayee  $\frac{3}{8}$ . Assuming that Karthik sent a bank draft in settlement. Show the ledger accounts in the books of Karthik.

19. Karthick consigns to Sarathy 80 cases of goods at a cost of Rs.250 per case and incur the following expenses in connection with the same. Cartage and freight Rs.600 and insurance Rs.1,400.

On arrival of the goods, Sarathy pays cleaning charges and cartage Rs.400 and storage charges Rs.200. 60 cases are sold for Rs.20,000. He is entitled to a commission of 10%. He sends to Karthik, an account sales and a bank draft for the balance due. The market price at Sarathy's place falls to Rs.270 on the accounting date. Calculate the value of unsold stock.



20. Chandran keeps his books under single entry system. His assets and liabilities were as under:

	31.12.2008	31.12.2009
Cash	100	90
Debtors	3,900	4,500
Stock	3,400	3,200
Plant	6,000	8,000
Creditors	1,500	1,490
Bills payable	—	500

During 2009, Chandran introduced Rs.1,500 as additional capital. He withdrew Rs.300 pm for his household expenses. Ascertain profit or loss.

**R8042**

**Sub. Code**

**3172C2**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Apprenticeship Embedded**

**PRINCIPLES OF MARKETING**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

All questions carry equal marks.

1. Explain the meaning of Service Marketing.
2. What is Marketing Mix?
3. Define the term “Market Targeting”
4. What is Product Positioning?
5. Define the term Branding.
6. What do you mean by Labelling?
7. Explain the term Distribution Logistic.
8. What do you mean by Retailing?
9. Define the term Relationship Marketing.
10. Explain the term Rural Marketing.

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the scope of marketing.

Or

- (b) List out any five needs for studying the Marketing Environment.

12. (a) Explain the stages involved in Consumer buying decision process.

Or

- (b) Discuss the concept of Product Differentiation.

13. (a) Define the term “Product”. What are its classification?

Or

- (b) Explain the essential qualities of good brand name.

14. (a) What are the ethical issues in pricing decisions?

Or

- (b) Discuss the importance of distribution Logistics in modern marketing era.

15. (a) Discuss the importance of Promotion mix.

Or

- (b) Explain the basic characteristics of Rural Marketing.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Define the term “Marketing Environment”. Discuss the various macro environmental factors affecting the market.
  17. Define the term “Market Segmentation”. Briefly explain the various bases of segmenting consumer markets.
  18. Briefly discuss the process of New Product Development.
  19. Discuss the factors affecting choice of channels of Distribution.
  20. Define the term Digital Marketing. Explain the importances and issues related to Digital Marketing in India.
-

**R8043**

**Sub. Code**

**3172C3**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Apprenticeship Embedded**

**COMMERCIAL LAW**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** the questions.

1. What is capacity of the parties?
2. How do you understand about breach of contract?
3. What do you mean by contract of guarantee?
4. List out the kinds of guarantee.
5. List out the duties of bailee.
6. What do you mean by lien?
7. What do you mean by Agency?
8. List out the types of agents.
9. How do you understand about caveat emptor?
10. What do you mean by bill of lading?

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Explain the illegal and unlawful agreements.

Or

- (b) Discuss the remedies for breach of contract.

12. (a) What is contract indemnification and what are its characteristics?

Or

- (b) Differentiate contract indemnity and contract of guarantee.

13. (a) What are the essentials of bailment and pledge?

Or

- (b) Discuss in detail the pledge by non-owners.

14. (a) What are the classifications of Agent?

Or

- (b) How do you terminate the agency? Explain.

15. (a) What are the features of Bill of Lading?

Or

- (b) Differentiate conditions and warranties.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the essentials of valid contract? Discuss in detail with suitable example.
17. What are the requirements of contract guarantee?
18. How pledge is different from mortgage? Explain.
19. Discuss in detail the liability of principal and agent towards third parties.
20. Differentiate sale and hire purchase.

---

**R8044**

**Sub. Code**

**3172A1**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Second Semester**

**Apprenticeship Embedded**

**Allied II — BANKING THEORY LAW AND PRACTICE**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define banker.
2. Define customer.
3. What do you mean by current account?
4. List out the types of deposits.
5. What do you mean by banker's cheque?
6. How do you understand crossing?
7. List out the features of endorsement.
8. What are the types of endorsement?
9. Who is collecting banker?
10. What do you mean by negligence?



**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) Explain the duties of the Banker.

Or

- (b) Discuss in detail rule in clayton's case.

12. (a) What are the features of Bank deposits?

Or

- (b) Who are all the special types of customers?

13. (a) Discuss in detail the circumstances for dishonour of cheques.

Or

- (b) What is the process for drawing up of a cheque?

14. (a) Explain the payment in due course with relating to a cheque.

Or

- (b) What are the consequences of wrongful dishonour of cheques?

15. (a) Discuss in detail the concept of negligence.

Or

- (b) What are the features of credit card?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the special features of relationship between banker and customer?
  17. What is the process involved for closing of an account in bank?
  18. Discuss in detail the consequences of drawing up of a cheque without sufficient balance.
  19. What is the statutory protection available regarding cheque?
  20. Discuss in detail with suitable example regarding various forms used in day to day banking.
-

**R8045**

**Sub. Code**

**3174C1**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Apprenticeship Embedded**

**MANAGEMENT ACCOUNTING**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What is Management Accounting?
2. Define Common Size Statement.
3. What is Cash Budget?
4. State the concept of Zero-Based Budgeting.
5. Define Standard Costing.
6. What is Variance Analysis?
7. What are the assumptions of Break-Even Analysis?
8. What are the applications of Cost Volume Profit Analysis?
9. What is ERP?
10. List any four software for taking managerial decision.

**Part B**

(5 × 5 = 25)

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

11. (a) Highlight the scope of Management Accounting.

Or

- (b) Calculate the trend percentages from the following figures of Sreerag .Ltd taking 2016 as the base year:

Year	Sales	Stock	Profit
2016	3,762	1,418	642
2017	4,680	1,562	870
2018	5,310	1,632	916
2019	6,042	1,888	1,054
2020	7,536	2,308	1,344

12. (a) The manager of Repairs and Maintenance Department in response to a request, submitted the following budget estimates for his department that are to be used to construct a Flexible Budget to be used during the next budget year.

Details of Cost	Planned at 6,000 direct repair hours (Rs.)	Planned at 9,000 direct repair hours (Rs.)
Employee Salaries	30,000	30,000
Indirect Repair Materials	40,200	60,300
Miscellaneous cost, etc.	13,200	16,800

Prepare a Flexible Budget for the department up to activity level of 10,000 repair hours (use increments of 1,000 hours)

Or

- (b) Differentiate performance and traditional budget.

13. (a) From the following information, Calculate each of three labour variances for each department.

Particulars	Dept. A	Dept. B
Gross Wages Direct (Rs.)	25,000	20,000
Standard hours produced	10,000	7,500
Standard rate per hour (Rs.)	2	4
Actual hours worked	8,500	8,000

Or

- (b) From the following data calculate various material variances.

Materials	Standard		Actual	
	Qty (Unit)	Price per Unit	Qty (Unit)	Price per Unit
X	50	7	60	8
Y	100	4	120	3

14. (a) From the following information.

	Rs.
Fixed cost	4,000
B.E. Sales	20,000
Profit	1,000
Selling price (per unit)	20

Calculate :

- Sales and Marginal cost of sales
- New B.E. Point if selling price is reduced by 10%.

Or

- (b) A product is sold at a price of Rs. 100 per unit and its variable cost is Rs. 80 per unit. The fixed expenses of the business are Rs. 10,000 per year. You are required to Calculate: (i) BEP in units; (ii) BEP in values; (iii) Profits made when sales is 620 units and (iv) Sales to be made to earn a profit of Rs. 10,000 for the year.

15. (a) State the uses of Spreadsheet in managerial decision making.

Or

- (b) Explain the Concept of enterprise resource planning.

**Part C** (3 × 10 = 30)

Answer any **three** questions.

16. From the following Profit & Loss Account and the Balance Sheet of Vijay Ltd for the year ended December 31<sup>th</sup> 2012 and 2013, you are required to prepare Comparative Income statement and comparative balance sheet.

Profit and Loss Account					
Liabilities	2012 (in lakhs) Rs.	2013 (in lakhs) Rs.	Assets	2012 (in lakhs) Rs.	2013 (in lakhs) Rs.
To Cost of goods sold	600	750	By Net sales	800	1,000
To Opening expenses:					
Administrative	20	20			
Selling	30	40			
To Net profit	150	190			
	<u>800</u>	<u>1,000</u>		<u>800</u>	<u>1,000</u>

Balance sheet as on 31<sup>st</sup> December

Liabilities	2012. Rs.	2013 Rs.	Assets	2012. Rs.	2013 Rs.
Bills payable	50	75	Cash	100	140
Creditors	150	200	Debtors	200	300
Tax payable	100	150	Stock	150	300
6% Debenture	100	150	Land	150	100
6% Pref. capital	300	300	Building	300	270
Equity capital	400	400	Plant	300	270
Reserves	200	245	Furniture	100	140
	1,300	1,520		1,300	1,520

17. Excellent Manufacturers can produce 4,000 units of a certain product at 100% capacity. The following information is obtained from the books of accounts.

	Aug. 2006 Rs.	Sept. 2006 Rs.
Units Produced	2,800	3,600
Repairs and Maintenance	500	560
Power	1,800	2,000
Shop labour	700	900
Consumable Stores	1,400	1,800
Salaries	1,000	1,000
Inspection	200	240
Depreciation	1,400	1,400

Rate of production per hour is 10 units. Direct Material cost per unit is Re. 1 and Direct Wages per hour is Rs. 4.

You are required to:

Compute the cost of production at 100%, 80% and 60% capacity showing the variables, fixed and semi-variables items under the flexible budget.

18. Standard labour hours required to produce one unit of product Z are 5 and standard wage rate is Rs. 5 per labour hour. During the month ended 30<sup>th</sup> April 2012, 100 workers were engaged for 25 days 8 hours daily. Due to power failure all the workers remained idle for 3 hours on 17<sup>th</sup> April 2012. Actual output for the month of April 2012 was 3950 units. The actual wage rate was Rs. 5.20 per labour hours. Compute labour variances.

19. From the following data calculate:

- (a) P/V Ratio
- (b) Variable Cost
- (c) Profit.

	Rs.
Sales	80,000
Fixed expenses	15,000
Breakeven point	50,000

20. Explain in detail about role of ERP in taking Business Decision.



**R8046**

**Sub. Code**

**3174C2**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Apprenticeship Embedded**

**PROJECT MANAGEMENT**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What do you mean by project management?
2. List out the principles of project management.
3. How do you understand about financial planning?
4. Define the concept of NPV.
5. What do you mean by liquidity?
6. How do you understand about social discount rate?
7. Define PERT.
8. What do you mean by project planning?
9. List out the types of risk.
10. What do you mean by project closure?

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) What are the various attributes of the Project?

Or

(b) What are various stages in project management process?

12. (a) How would you define a technical feasibility study?

Or

(b) How do you estimate the cost of the project?

13. (a) What are the various project scheduling techniques?

Or

(b) What are the various profitability ratios?

14. (a) What are PERT and CPM?

Or

(b) What are project planning techniques?

15. (a) What is the project risk management technique?

Or

(b) Give your comment on project performance.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss in detail the project management information system.
  17. How do you prepare the project? Discuss in detail with suitable examples.
  18. Explain the concept of project scheduling.
  19. Describe in detail cost and time management issues in project planning and management.
  20. How do you measure the project performance? Explain.
-

**R8047**

**Sub. Code**

**3174C3**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Apprenticeship Embedded**

**INDUSTRIAL LAW**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. What are the primary objectives of the Factories Act of 1948?
2. Define wages.
3. What do you mean by Trade Union?
4. How do you understand about Dissolution?
5. What is the aim of the Industrial Disputes Act of 1947?
6. What are the various kinds of industrial disputes?
7. Who is eligible under the Workers' Compensation Act?
8. What do you mean by compensation?
9. How do you understand about provident fund?
10. Who are covered under ESI Act?

**Part B**

(5 × 5 = 25)

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

11. (a) What are the components of the Factories Act of 1948?

Or

- (b) Describe in detail Concept of Working Hours in Factories Act.

12. (a) What are the features of Trade Unions Act?

Or

- (b) What is procedure for amalgamation of trade unions?

13. (a) What are the objectives of the Industrial Disputes Act of 1947?

Or

- (b) What are the major reasons of industrial disputes?

14. (a) What is scope of workmen's compensation Act?

Or

- (b) What are the advantages of the Workers Compensation Act?

15. (a) What are the objectives of EPF Act 1952?

Or

- (b) What kinds of benefits are provided under the Employee State Insurance Act of 1948?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. What are the provisions for annual leave with pay under the Factories Act of 1948? Discuss in detail with suitable illustration.
  17. Describe the main provisions of Trade Union Act 1926.
  18. What is lay off and retrenchment? Discuss in detail with suitable examples.
  19. Discuss in detail the amount of compensation for disablement.
  20. What are the benefits of employees' state insurance act?
-

**R8048**

**Sub. Code**

**3174C4**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Apprenticeship Embedded**

**SERVICE MARKETING**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. How do you understand about services?
2. List out the characteristics of service.
3. What do you mean by service blue printing?
4. How do you understand about interactive marketing?
5. What do you mean by positioning of services?
6. Define positioning maps.
7. Expand SERVQUAL.
8. How do you understand about service quality?
9. List out various services.
10. List out the features of hospitality marketing.

**Part B**

(5 × 5 = 25)

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

All questions carry equal marks.

11. (a) What are the factors influencing the growth in services marketing?

Or

- (b) What are opportunities in services marketing?

12. (a) Describe the schemes in services marketing.

Or

- (b) What are the Lovelock's services?

13. (a) Explain the importance of positioning in services marketing.

Or

- (b) Describe the relationship marketing.

14. (a) What are the functions of customer service?

Or

- (b) What is the significance of the GAPS Model?

15. (a) What are the characteristics of hospitality marketing?

Or

- (b) What are the various methods of tourism marketing?

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Describe in detail the challenges in services marketing

17. Discuss in detail the systems in services marketing



18. Explain the concept of Positioning Maps.
  19. What are the SERVQUAL Dimensions? Explain
  20. What are the services offered by the charities?
-

**R8049**

**Sub. Code**

**3174A1**

**B.Com. DEGREE EXAMINATION, APRIL – 2023**

**Fourth Semester**

**Apprenticeship Embedded**

**Allied IV – PRINCIPLES OF SMALL BUSINESS  
MANAGEMENT**

**(CBCS – 2021 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 2 = 20)

Answer **all** questions.

1. Define small scale enterprise.
2. List out the advantages of small scale enterprises.
3. What are the various agencies available for the development of small scale enterprises?
4. What are the environmental factors influencing small enterprise?
5. Why does new enterprise fail?
6. List out some challenges faced by start-up enterprise.
7. What are the promotion programmes of small enterprises?
8. What are the marketing problems faced by SSE?
9. What is coping strategy?
10. Define performance appraisal of small enterprise.

**Part B**

(5 × 5 = 25)

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

11. (a) Describe the social and economic factors that affecting the growth of small scale enterprises.

Or

- (b) Discuss the role of small scale industries in the context of Indian economy.

12. (a) Discuss briefly the classification of small scale industries.

Or

- (b) Explain the role of funding agencies in developing SSE.

13. (a) Discuss the various stages of new product development.

Or

- (b) Discuss the basic start-up problems in the launching of a small enterprise.

14. (a) Discuss the process of Financial Appraisal. What are the documents required for availing Financial Assistance?

Or

- (b) What do you mean by marketing management in SSE? Discuss its function.

15. (a) What do you mean by growth strategy? Explain the different types of growth strategies with an example.

Or

- (b) Explain the viability of family enterprise.

**Part C**

(3 × 10 = 30)

Answer any **three** questions.

16. Define small scale business. Explain the role of small scale business in Indian Economy.
  17. Elaborate various steps to be taken to start a small scale industry.
  18. Explain the various source of finance and financial support from government organization for units in new/small enterprise.
  19. Discuss the rationale for promoting small business units and the challenges SSE units face in the business environment.
  20. Critically evaluate the alternative growth strategies suitable small enterprise unit.
-