

(6 pages)

Reg. No. :

Code No. : 22932 E

Sub. Code : SABA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration — Allied

ADVERTISING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.
(a) sales promotion (b) direct marketing
(c) advertising (d) personal selling

2. Advertising _____ define the task that advertising must accomplish with a specific target audience during a specific period of time.
(a) objectives (b) budgets
(c) strategies (d) campaigns

3. Which of the following is an objective of informative advertising?
 - (a) build brand preference
 - (b) change customer perceptions of brand value
 - (c) encourage customers to switch brands
 - (d) suggest new uses for a product

4. What is one of the primary goals of reminder advertising?
 - (a) maintain customer relationships
 - (b) build brand preference
 - (c) correct false impressions
 - (d) inform the market of a price change

5. All of the following are important decisions during the process of developing an advertising program except _____.
 - (a) setting advertising objectives
 - (b) setting the advertising budget
 - (c) developing advertising strategy
 - (d) selecting a target market

6. The Internet, direct mail, magazines, and radio all offer advertisers which of the following advantages?
- (a) audience selectivity
 - (b) low costs
 - (c) timeliness
 - (d) flexibility
7. All of the following are major steps in advertising media selection except _____.
- (a) deciding on reach, frequency and impact
 - (b) choosing among major media types
 - (c) selecting specific media vehicles
 - (d) deciding on format elements
8. What is the first element that a reader notices in a print advertisement?
- (a) copy (b) illustration
 - (c) headline (d) slogan
9. Developing an effective message strategy begins with identifying _____ that can be used as advertising appeals.
- (a) consumer trends
 - (b) competitor's weaknesses
 - (c) competitor's strengths
 - (d) customer benefits

10. Which of the following are the three characteristics of an advertising appeal?
- (a) engaging, informative and stylish
 - (b) trendy, compelling and appealing
 - (c) meaningful, believable and distinctive
 - (d) unique, emotional and entertaining

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Define Advertising. State the features of Advertising.

Or

- (b) Discuss the significance of Advertising.

12. (a) What are the different kinds of product advertising?

Or

- (b) Write a note on Informative Advertisements.

13. (a) Describe the elements of an Advertising plan.

Or

- (b) How to set an Advertising Budget?

14. (a) What are the advantages of outdoor media?

Or

(b) Briefly explain the steps involved in a media planning process.

15. (a) State any five essential qualities of a copy writer.

Or

(b) Explain few pre-testing techniques.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain the functions of Advertising.

Or

(b) Describe the benefits of advertising to the Manufacturers and Consumers.

17. (a) What is institutional advertising? What are its objectives?

Or

(b) Explain the different types of advertising.

18. (a) Explain the steps involved in the process of advertisement planning.

Or

- (b) What are the factors affecting an advertising budget? Explain.

19. (a) Discuss the demerits of using TV as an advertising media.

Or

- (b) What are the factors to be considered for media selection?

20. (a) Explain the role of creativity in the advertising campaign.

Or

- (b) Explain the different types of advertising copy.
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(6 pages)

Reg. No. :

Code No. : 22927 E Sub. Code : SMBA 32

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration — Main

BUSINESS LAW

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ indicates that the parties are not further bound under the contract.
 - (a) waiver of a contract
 - (b) discharge of a contract
 - (c) rescission of a contract
 - (d) breach of a contract

2. An agreement consists of reciprocal promises between at least _____ parties.
- (a) 4 (b) 6
(c) 3 (d) 2
3. A contract is said to be made without consent when the contract is caused by _____.
- (a) coercion (b) undue influence
(c) fraud (d) mistake by fact
4. Undue influence is a kind of _____.
- (a) mental coercion (b) physical coercion
(c) both (a) and (b) (d) none of the above
5. In a contract where time is specified for performance, the promisor shall perform the contract _____.
- (a) within specified time
(b) within a reasonable time
(c) within the shortest time
(d) within the latest time
6. In which of the following way can a contract be discharged?
- (a) By performance (b) By operation of law
(c) By lapse of time (d) All the above

7. A guarantee given for the minor's debt is _____.
- (a) valid (b) void
(c) voidable (d) illegal
8. The delivery of goods by one person to another for some specific purpose is known as
- (a) Bailment (b) Pledge
(c) Hypothetical (d) Mortgage
9. In an agreement to sell, the property in goods is transferred in _____.
- (a) future
(b) past
(c) present
(d) all the above
10. Out of the following, which one is the duty of a bailee?
- (a) To take care
(b) To take a reasonable care
(c) To sell the goods
(d) To retain the goods

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b),
each answer should not exceed 250 words.

11. (a) What are the elements of an offer?

Or

- (b) Explain the different types of consideration.

12. (a) Discuss the various kinds of mistakes.

Or

- (b) Describe the essentials of Fraud.

13. (a) Who can perform a contract? Explain.

Or

- (b) Discuss the various ways through which a contract can be discharged by operation of law.

14. (a) Briefly explain the different kinds of Guarantee.

Or

- (b) What are the duties of bailor?

15. (a) Explain the required essentials of a valid sales.

Or

- (b) What are the essentials for a valid agency?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b), each answer should not exceed 600 words.

16. (a) Describe the different kinds of contract.

Or

- (b) Explain the legal rules which govern an acceptance.

17. (a) Discuss the essential elements of Coercion.

Or

- (b) Distinguish between Fraud and Misrepresentation.

18. (a) In what situations, a contract is not discharged on the ground of supervening impossibility?

Or

- (b) Explain the type of damages awarded in case of a breach of contract.

19. (a) Distinguish between a contract of Indemnity and a contract of Guarantee.

Or

- (b) Describe the rights of Bailee.

20. (a) Explain the implied conditions contained in the sale of goods Act.

Or

- (b) Explain different types of delivery.
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(8 pages)

Reg. No. :

Code No. : 22925 E Sub. Code : SMBA 22

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Second Semester

Business Administration – Main

BUSINESS MATHEMATICS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Distance from the point (0,0) to the point (1,1) is
_____.

(a) 1

(b) (1,1)

(c) 2

(d) $\sqrt{2}$

2. If two lines with slopes m_1 and m_2 respectively are parallel then _____.

- (a) $m_1 = m_2$ (b) $m_1 m_2 = 1$
(c) $m_1 m_2 = -1$ (d) $m_1 + m_2 = 0$

3. $\frac{d}{dx}(e^x) =$ _____.

- (a) xe^{x-1} (b) e^x
(c) e (d) 1

4. $\frac{d}{dx}(x^3) =$ _____.

- (a) $3x$ (b) x^2
(c) $3x^2$ (d) $3x^3$

5. If a function $y = f(x)$ has a maximum at $x = a$, if

$\frac{dy}{dx}$ _____.

- (a) equals zero
(b) less than zero
(c) greater than zero
(d) none

6. At the stationary points of the function $y = f(x)$,
 _____.
- (a) the slope is zero
 (b) the slope is positive
 (c) the slope is negative
 (d) none
7. Simple interest $SI =$ _____.
- (a) Pni (b) $\frac{Pn}{i}$
 (c) $\frac{Pi}{n}$ (d) $\frac{P}{ni}$
8. A series of payments of equal amount and are payable regularly at equal intervals is called _____.
- (a) simple interest (b) compound interest
 (c) annuity (d) discount
9. If $A = \begin{pmatrix} 1 & 2 \\ 3 & 4 \end{pmatrix}$ and $B = \begin{pmatrix} 2 & 1 \\ 3 & 4 \end{pmatrix}$, then $A + B =$
 _____.
- (a) $\begin{pmatrix} 1 & 1 \\ 0 & 0 \end{pmatrix}$ (b) $\begin{pmatrix} 3 & 3 \\ 6 & 8 \end{pmatrix}$
 (c) $\begin{pmatrix} 1 & 2 \\ 3 & 4 \end{pmatrix}$ (d) $\begin{pmatrix} 2 & 1 \\ 3 & 4 \end{pmatrix}$

10. If Rank of $A \neq$ Rank of $[A : B]$, then the system is _____.

- (a) consistent
- (b) consistent with unique solution
- (c) inconsistent
- (d) inconsistent with unique solution

SECTION B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Find the equation of the line joining the points (1,2) and (0,4).

Or

(b) If the total cost of producing x units is given by $y = 5x + 30$ and if 100 are produced, find (i) the fixed cost (ii) the variable cost (iii) the total cost (iv) the average cost per unit.

12. (a) Find $\frac{d}{dx}(x + 3x^2 + e^x)$.

Or

(b) Find $\frac{d}{dx}(e^{2x+3})$.

13. (a) Examine the cost function $y = 20 - 6x + x^2$ for maximum or minimum.

Or

- (b) Discuss the criteria for maxima and minima.

14. (a) Find the rate of interest per annum if the simple interest on a principal of Rs. 5,000 is Rs. 800 for 4 years.

Or

- (b) Find the compound interest on Rs. 8,000 for 5 years at 12% per annum.

15. (a) If $A = \begin{pmatrix} 1 & -1 \\ -1 & 1 \end{pmatrix}$ and $B = \begin{pmatrix} 1 & 1 \\ 1 & 1 \end{pmatrix}$, then find AB .

Or

- (b) Find the rank of the matrix $A = \begin{pmatrix} 1 & 2 & 5 \\ 2 & 4 & 10 \\ 3 & 6 & 13 \end{pmatrix}$.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) (i) Find the equation of the line which passes through (5,4) with slope 3.
(ii) Find the equation of the line which passes through the points (2,4) and (3,4).

Or

- (b) A company expects fixed costs of Rs. 37,500 and variable cost of Rs. 50,000 on sales of Rs. 80,000.
(i) Write down the equation relating the cost and sales.
(ii) Find the break-even point.
(iii) What will be the profit for a sale or Rs. 90,000?

17. (a) Find

(i) $\frac{d}{dx} \left(\frac{1}{x} + \sqrt{x} + e^x \right)$.

(ii) $\frac{d}{dx} \left(\frac{x^3}{x^2 + 1} \right)$.

Or

(b) Find

(i) $\frac{d}{dx}(x^5 e^x)$

(ii) $\frac{d}{dx}((2x + 5)^3)$.

18. (a) Examine the function $y = 2x^2 - x^3 + 5$ for maximum and minimum.

Or

(b) The production manager of a company plans to include 180 square centimeter of actual printed matter in each page of a book under production. Each page should have a 2.5 cm margin along the top and bottom and 2.0 cm wide margin along the sides. What are the most economical dimensions of each printed page?

19. (a) Find the amount for an annuity of Rs. 10,000 per year paid at the end of each year for 10 years allowing compound interest at 4.5%.

Or

(b) Find the number of years in which a sum of money will triple itself at a compound interest at 10% p.a.

20. (a) Find the inverse of $A = \begin{pmatrix} 1 & 4 & 2 \\ 2 & 1 & 2 \\ 2 & 3 & 1 \end{pmatrix}$.

Or

(b) Solve : $2x + 3y - z = 9$

$$x - y + z = 9$$

$$3x - y - z = -1$$

(8 pages)

Reg. No. :

Code No. : 22925 E Sub. Code : SMBA 22

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Second Semester

Business Administration – Main

BUSINESS MATHEMATICS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

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_____.

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2. If two lines with slopes m_1 and m_2 respectively are parallel then _____.

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(b) If the total cost of producing x units is given by $y = 5x + 30$ and if 100 are produced, find (i) the fixed cost (ii) the variable cost (iii) the total cost (iv) the average cost per unit.

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SECTION C — (5 × 8 = 40 marks)

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Each answer should not exceed 600 words.

16. (a) (i) Find the equation of the line which passes through (5,4) with slope 3.
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- (b) A company expects fixed costs of Rs. 37,500 and variable cost of Rs. 50,000 on sales of Rs. 80,000.
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(ii) Find the break-even point.
(iii) What will be the profit for a sale or Rs. 90,000?

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Or

(b) Find the number of years in which a sum of money will triple itself at a compound interest at 10% p.a.

20. (a) Find the inverse of $A = \begin{pmatrix} 1 & 4 & 2 \\ 2 & 1 & 2 \\ 2 & 3 & 1 \end{pmatrix}$.

Or

(b) Solve : $2x + 3y - z = 9$

$$x - y + z = 9$$

$$3x - y - z = -1$$

(7 pages)

Reg. No. :

Code No. : 22741 E **Sub. Code : JMBA 12/
SMBA 12**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018

First Semester

Business Administration – Main

BUSINESS STATISTICS

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A sample must possess _____
 - (a) Homogeneity
 - (b) Independence
 - (c) Adequacy
 - (d) All the above

2. Histogram is a graph of _____
- (a) Frequency distribution
 - (b) History
 - (c) Mean values
 - (d) Cumulative frequency
3. Which of the following is true?
- (a) $\text{Mean} = 3 \text{ median} - \text{mode}$
 - (b) $\text{Mode} = 3 \text{ median} - 2 \text{ mean}$
 - (c) $\text{Median} = 3 \text{ Mode} - 2 \text{ mean}$
 - (d) $\text{Mean} = 3 \text{ median} - 2 \text{ mode}$
4. When an observation in the data is zero, then its geometric mean is
- (a) Positive
 - (b) Negative
 - (c) 1
 - (d) 0
5. Variance is _____ standard deviation.
- (a) The square of
 - (b) Square root of
 - (c) Equal to
 - (d) Less than

6. The sum of squares of deviations is least when it is measured from _____
- (a) Mean (b) Median
(c) Mode (d) Zero
7. Correlation coefficient lies between _____
- (a) 0 and 1 (b) -1 and 0
(c) -10 and +10 (d) -1 and +1
8. $b_{xy} \cdot b_{yx} =$ _____
- (a) 1 (b) r
(c) r^2 (d) 0
9. Index numbers are expressed in _____
- (a) Any integers (b) Percentage
(c) Fractions (d) Ratios
10. Seasonal variations repeat during a period of _____
- (a) Five years (b) Two years
(c) One years (d) Ten years

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the scope of statistics.

Or

- (b) Discuss about any two methods of sampling.

12. (a) Explain the graphic representation of data.

Or

- (b) List some merits and demerits of arithmetic mean.

13. (a) List out the properties of a good measure of variation.

Or

- (b) Compute the mean deviation for the following data.

x 2 4 6 8 10

f 1 4 6 4 1

14. (a) Write the significance of the study of correlation.

Or

- (b) Two cards are drawn from a pack of cards at random. Find the probability that it will be a diamond and a heart.

15. (a) List the characteristics of index numbers.

Or

- (b) Explain the seasonal variations.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the different types of collecting data.

Or

- (b) Discuss the uses of statistics in business and industries.

17. (a) How do we classify the data?

Or

(b) From the following data find the mean profit.

Profit/ Shop	100-200	200-300	300-400	400-500
-----------------	---------	---------	---------	---------

No. of Shops	10	18	20	26
-----------------	----	----	----	----

Profit/ Shop	500-600	600-700	700-800
-----------------	---------	---------	---------

No. of shops	30	28	18
-----------------	----	----	----

18. (a) Estimate the standard deviation.

Class (x)	0-10	10-20	20-30	30-40
Frequency (f)	8	12	17	14

Class (x)	40-50	50-60	60-70
Frequency (f)	9	7	4

Or

(b) Find the coefficient of variation for the following data.

Wages (Rs.)	0-20	20-40	40-60	60-80	80-100
----------------	------	-------	-------	-------	--------

No. of workers	8	12	30	20	10
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19. (a) Calculate the coefficient of correlation
- | | | | | | | | | | |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| X | 57 | 59 | 62 | 63 | 64 | 65 | 55 | 58 | 57 |
| Y | 113 | 117 | 126 | 126 | 130 | 129 | 111 | 116 | 112 |

Or

- (b) Find the two regression equations from the following data.

X	10	12	13	12	16	15
Y	40	38	43	45	37	43

20. (a) Calculate Index number using

(i) Laspeyer's method

(ii) Fisher's ideal formula.

	Base Year		Current year	
	Kilo	Rate	Kilo	Rate
Bread	10	3	8	3.25
Meat	20	15	15	20
Tea	2	2.5	3	23

Or

- (b) Discuss about the estimation of trends.
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(6 pages)

Reg. No. :

**Code No. : 22740 E Sub. Code : JMBA 11/
SMBA 11**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

First Semester

Business Administration — Main

COMMERCIAL CORRESPONDENCE

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Communication is a process which involves

- (a) exchange of ideas
- (b) exchange of facts
- (c) exchange of opinions or emotions
- (d) all the above

2. The sender's ideas should be accurately replicated in the receiver's mind. In the statement the word 'replicated' means _____
- (a) reduced (b) rearranged
(c) realigned (d) reproduced
3. Business letters are _____
- (a) personal (b) non-personal
(c) both (a) and (b) (d) none of these
4. _____ is the acceptance of the offer by the buyers.
- (a) Quotations (b) Orders
(c) Both (a) and (b) (d) None of these
5. When a false complaint is put by a customer, then the best option is _____
- (a) gradually make him look at the situation on your angle
(b) react violently
(c) keep quiet without explaining
(d) none of these
6. _____ letter communicates a same message to a large number of customers and suppliers.
- (a) complaint (b) collection
(c) circular (d) adjustment

7. A statement of account send to the customer does not make any _____
- (a) value of his purchase
 - (b) request of payment
 - (c) both (a) and (b)
 - (d) none of these
8. Which of the following must a sales letter have to do with customer?
- (a) Educate
 - (b) Persuade
 - (c) Convince
 - (d) All the above
9. Which one of the following is related to correspondence with other banks?
- (a) status enquiries
 - (b) letters of credit
 - (c) acceptance of bills
 - (d) all the above
10. _____ is an information given by a bank about its customers to any other bank.
- (a) Credit worthiness report
 - (b) Customer information report
 - (c) KYC
 - (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the elements of communication?

Or

- (b) Briefly explain the physical barriers to communication.

12. (a) What are the functions of a business letter?

Or

- (b) Write a letter of Enquiry.

13. (a) What factors should the supplier keep in mind while replying to a letter of complaint in which the customer is at fault?

Or

- (b) List out the objectives and purposes of writing circular letters.

14. (a) Discuss the various stages of a collection letter.

Or

- (b) What are the advantages of sales letters?

15. (a) Draft a suitable reply regretting your inability to grant the loan applied by a customer.

Or

- (b) Prepare a Resume for applying to a Manager post.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain the need and importance of business communication.

Or

- (b) Suggest some measures to overcome the barriers to communication.

17. (a) Describe the physical structure of a business letter.

Or

- (b) What is an order form? What are the details included in an order form?

18. (a) Explain the different types of adjustment letters.

Or

- (b) Draft a circular letter announcing the conversion of a partnership firm into a limited company.

19. (a) 'The function of a collection letter is not merely to collect dues, but to collect them painlessly'. Discuss.

Or

- (b) Draft a sales letter to promote the sales of some new books.
20. (a) Explain the functions of a bank.

Or

- (b) Write a letter requesting your bank to stop payment of a cheque.
-

(6 pages)

Reg. No. :

Code No. : 22930 E

Sub. Code : SABA 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

First Semester

Business Administration — Allied

ENVIRONMENT OF BUSINESS

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which one of the following is not an element of business environment?
(a) legal (b) technology
(c) medical (d) political

2. The factors which are directly affecting the activities of a business is called _____.
(a) External environment
(b) Brainstorming
(c) Internal environment
(d) Macro factor

3. Culture consists of _____.
- (a) work (b) beliefs
(c) technology (d) none of these
4. _____ is passed on from generation to generation.
- (a) Cultural ethos
(b) Business environment
(c) Both (a) and (b)
(d) None of the above
5. Profit motive and social interest will be blended in the _____.
- (a) Private sector
(b) Public sector
(c) Joint stock company
(d) Mixed economy
6. The common unethical practice being followed in India is _____.
- (a) tax evasion (b) fair price
(c) accurate weight (d) quality

7. Wages of workers are regulated by _____.
- (a) government (b) companies
(c) public (d) employees
8. Industrial policy 1991 was constituted by the Government headed by _____.
- (a) Dr. Manmohan Singh
(b) Mr. P.V. Narasimha Rao
(c) Mr. I.K. Gujral
(d) Mr. Chandra Shekhar
9. A publicly traded company is taken over by few people is called _____.
- (a) Globalisation
(b) Liberalisation
(c) Privatisation
(d) None of these
10. The process of selling government owned enterprise is called _____.
- (a) Buyback (b) Disinvestment
(c) Investment (d) Merger

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) What are the features of business environment?

Or

- (b) What are the macro environmental factors that affect a business?

12. (a) Write a short note on the nature of culture.

Or

- (b) What are the different elements of culture?

13. (a) What are the social responsibilities of business towards its shareholders?

Or

- (b) Explain the significance of business ethics.

14. (a) Why does the Government interfere in business activities?

Or

- (b) What are the objectives of new industrial policy?

15. (a) What are the benefits of privatization?

Or

(b) State the features of liberalization.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Explain the various stages involved in environmental analysis.

Or

(b) State the impact of political and legal environment on business.

17. (a) Discuss the impact of culture on business.

Or

(b) Why does business participates in cultural affairs? Discuss.

18. (a) Social responsibility is something beyond the law. Explain.

Or

(b) Discuss the ways through which business can contribute to rural development.

19. (a) Describe the various problems of Government intervention in developing countries.

Or

- (b) Discuss the impact of technological changes on business.

20. (a) Explain the commonly observed flaws of privatization.

Or

- (b) Discuss the pros and cons of globalization.
-

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration – Main

FINANCIAL ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The principle of Accountancy which recognizes the double aspect of the business transactions is known as ————— concept.
 - (a) Entity
 - (b) Dual aspect
 - (c) Accrual
 - (d) Objectivity

2. Making the provision for doubtful debts in anticipation of actual bad debts is on the basis of _____.
- (a) Convention of Disclosure
 - (b) Convention of Consistency
 - (c) Convention of Conservation
 - (d) Convention of Disparity
3. Balance Sheet is a statement showing _____ of the organisation.
- (a) Financial position (b) Profit
 - (c) Liabilities (d) Loss
4. For the purpose of proving the arithmetical accuracy of the records, the statement prepared is known as _____.
- (a) Trading a/c (b) Ledger
 - (c) Trial Balance (d) Balance Sheet
5. Depreciation accounting is the process of _____.
- (a) allocation of cost
 - (b) valuation of assets
 - (c) provision for replacement of assets
 - (d) estimation of net profit

6. _____ refers to an asset becoming out of date due to improved models or methods.
- (a) Obsolescence (b) Disuse
(c) Inadequacy (d) Effluxion of time
7. A non-trading concern prepares _____ account.
- (a) Profit and Loss
(b) Trading and Profit and Loss
(c) Income and Expenditure
(d) Current
8. Income and Expenditure account is a nature of _____ account.
- (a) Real
(b) Nominal
(c) Personal
(d) Representative personal
9. _____ method is also called 'statement of affairs' method.
- (a) Net worth (b) Conversion
(c) Concession (d) Commission

10. Generally, under single entry system
- (a) only personal accounts are maintained
 - (b) all accounts are maintained
 - (c) only personal, cash and bank a/cs are maintained
 - (d) no account is maintained

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain different types of accounts.
- Or
- (b) What is a double entry system? Give its advantages.
12. (a) Explain the following :
- (i) Rectification in different stages of accounting cycle
 - (ii) Basic principles for rectification of errors.

Or

- (b) The following balances were extracted from the ledger of Roxan Engineering Works on 31st March 1997. You are required to prepare a trial balance as on that date in proper form.

	Rs.		Rs.
Drawings	6,000	Salaries	9,500
Capital	24,000	Sales Return	1,000
Sundry Creditors	43,000	Purchase Return	1,100
Bills payable	4,000	Travelling	
Sundry Debtors	50,000	expenses	4,600
Bill receivable	5,200	Commission paid	100
Loan from		Trading expenses	25,000
Karthik	10,000	Discount earned	4,000
Furniture and		Rent	2,000
fixtures	4,500	Bank overdraft	6,000
Opening Stock	47,000	Purchases	70,800
Cash in hand	900		
Cash at bank	12,500		
Tax	3,500		
Sales	1,28,000		

13. (a) Differentiate straight line method from written down value method.

Or

- (b) George Co. Ltd. purchased a machine on 1st January 1995 for Rs. 50,000. On 1st July 1995 further machinery was purchased for Rs. 25,000. On 1st July 1996, the machinery purchased on On 1st January 1995 having become obsolete, was sold off for Rs. 20,000. Depreciation has to be charged at 20%. On the original cost assuming that the accounts are closed every year on 31st December. You are required to prepare :

- (i) Machinery A/C
- (ii) Provision for depreciation A/C.

14. (a) Write short notes on :

- (i) Life membership fees
- (ii) Donation
- (iii) Subscription.

Or

- (b) Prepare Receipts and Payments a/c of a club for the year ended 31st December 1999 from the following particulars :

	Rs.		Rs.
Opening balance of cash	40,000	Rent paid	1,200
Receipt of entrance fees	8,000	Payment for purchase	
Subscription received		of cricket balls	500
for 1999	16,000	Payment for purchase	
Previous year subscription		of cricket bats	1,600
received	1,600	Payment for	
paid salaries	2,000		
Paid for Miscellaneous		stationary in cash	100
expenses	200		

15. (a) Define single entry system and give its salient features.

Or

- (b) Moira, a retail merchant commenced business with a capital of Rs. 12,000 on 1.1.94. Subsequently on 1.5.94 he invested further capital of Rs. 5,000. During the year, he has withdrawn Rs. 2,000 for his personal use. On 31.12.94, his assets and liabilities were as follows :

	Rs.
Cash at Bank	3,000
Debtors	4,000
Stock	16,000
Furniture	2,000
Creditors	5,000

Calculate the profit or loss made during the year 1994.

SECTION C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the Accounting conventions in detail.

Or

- (b) The petty cashier received Rs. 600 on April 1, 1999 from the head cashier. Prepare a petty cash book on the imprest system for the month of April 1999 from the following items :

		Rs.
3	Stamps	50
5	Taxi fare	100
6	Pencils and Pads	75
7	Registry	25
10	Speed post	45
12	Telegram	35
15	Refreshment	55
16	Auto fare	20
19	Tying Papers	60
20	Bus fare	15
22	Trunk Calls	43
25	Office cleaning	18
30	Courier services	17

Assume imprest amount of Rs. 600.

17. (a) Elaborate classification of errors.

Or

(b) The following are the ledger balance extracted from the books of Warner.

	Rs.		Rs.
Capital	50,000	Sales	3,01,000
Bank Overdraft	8,400	Return inwards	5,000
Furniture	5,200	Discount (Cr)	800
Business Premises	40,000	Taxes and Insurance	4,000
Creditors	26,000	General expenses	8,000
Opening stock	44,000	Salaries	18,000
Debtors	36,000	Commission allowed	4,400
Rent from tenants	2,000	Carriage on purchases	3,600
Purchases	2,20,000	Provision for doubtful debts	1,000
		Bad debts written off	1,600

Adjustments :

- (i) Stock on hand on 31.12.1995 was estimated as Rs. 40,120.
- (ii) Write off depreciation on Business premises Rs. 600 and furniture Rs. 520.

(iii) Make a provision of 5% on debtors for bad and doubtful debts.

(iv) Allow interest on capital at 5% and carry forward Rs. 1,400 for unexpired insurance.

Prepare Final Accounts for the year ended 31.12.1995.

18. (a) Write the difference between the year ended 31.12.1995.

Or

(b) A company whose accounting year is the calendar year, purchased on 1.1.93 a machine for Rs. 40,000. It purchased further machinery on 1.10.93 for Rs. 20,000 and on 1st July 1994 for Rs. 10,000. On 1.7.95, 1/4th of the machinery installed on 1.1.93 become obsolete and was sold for Rs. 6,800.

Show how the machinery account would appear in the books of the company for all the 3 years under Diminishing Balance Method. Depreciation is to be provided at 10% p.a.

19. (a) Enumerate the steps involved in the preparation of Final Accounts of non-profit organization.

Or

- (b) The following is the Receipts and Payment A/C of Delhi Football Club for the first year ending 31st Dec. 1987.

Receipts	Rs.	Payment	Rs.
To Donation	50,000	By Pavillion Office	
To Reserve Fund (Life membership fees and entrance fees received)	4,000	(constructed) By Expenses in connection with matches	40,000 900
To Receipts from football matches	8,000	By Furniture	2,100
Revenue Receipts :		By Investment at cost	16,000
To Subscriptions	5,200	Revenue Payments :	
To Locker rents	50	By Salaries	1,800
To Interest on securities	240	By Wages	600
To Sundries	350	By Insurance	350
		By Telephone	250
		By Electricity	110
		By Sundry expenses	210
		By Balance on hand	5,520
	67,840		67,840

Additional Information :

- (i) Subscriptions outstanding for 1987 are Rs. 250
- (ii) Salaries paid for 1987 are Rs. 170
- (iii) Wages paid for 1987 are Rs. 90
- (iv) Outstanding bill of the sundry expenses is Rs. 40
- (v) Donations received have to be capitalised.

Prepare Income and Expenditure A/C and Balance Sheet.

20. (a) What are the limitations of single entry system?

Or

- (b) From the following, calculate total sales.

	Rs.		Rs.
Bills receivable in		Bad debts written off	2,800
the beginning	7,800	Return Inwards	8,700
Debtors in the		Bills receivable at	
beginning	30,800	the end	6,000

	Rs.		Rs.
Bills receivable		Debtors at the end	25,500
encased during year	20,900	Cash sales (as per	
Cash received from		cash book)	40,900
debtors	70,000	Bill receivable	
		dishonoured	1,800

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration — Main

Skill Based Subject — INTRODUCTION TO
BANKING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. A banker's lien is _____ lien.
 - (a) General
 - (b) Particular
 - (c) Negative
 - (d) None of the above

2. In executing the standing instructions, there exists a relationship of
 - (a) Debtor and creditor
 - (b) Trustee and beneficiary
 - (c) Bailee and bailor
 - (d) Agent and principal

3. The document drawn by a debtor on the creditor agreeing to pay a certain sum is called
 - (a) Cheque
 - (b) Promissory note
 - (c) Bill of exchange
 - (d) Draft

4. A cheque which is not crossed is called
 - (a) Uncrossed cheque
 - (b) Open cheque
 - (c) Order cheque
 - (d) Bearer cheque

5. When a loan is granted both for buying capital assets and for working capital purposes, it is called.
 - (a) Bridge loans
 - (b) Composite loans
 - (c) Personal loans
 - (d) None of the above

6. When two or more persons stands sureties for the same debt they are called _____.
 - (a) Multiple sureties
 - (b) Guarantors
 - (c) Co-sureties
 - (d) None of the above

7. Neither possession nor ownership is transferred in
 - (a) Pledge
 - (b) Mortgage
 - (c) Hypothecation
 - (d) None of the above

8. Under the Transfer of Property Act, the right of foreclose in conferred upon the
 - (a) Mortgagee
 - (b) Mortgagor
 - (c) Guarantor
 - (d) None of the above

9. Banking transaction that takes placed in a virtual ambience on the website of a banking company is termed as _____.
 - (a) Internet Banking
 - (b) Mobile Banking
 - (c) Television Banking
 - (d) None of the above

10. The click and portal model facilitates.
 - (a) Traditional banking
 - (b) Virtual banking
 - (c) Both (a) and (b)
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the prerequisites to constitute a person as a customer?

Or

- (b) Write down the statutory obligation to honour cheques.

12. (a) Distinguish between saving bank account and current account.

Or

- (b) What are the essentials of general crossing?

13. (a) Write down the documents that are associated with the secured advances.

Or

- (b) What are the different forms of banker's advances?

14. (a) What are the circumstances for exercising lien?

Or

- (b) Write down the rights of a banker as a pledgee.

15. (a) Distinguish between traditional banking and e-banking.

Or

- (b) What are the popular electronic delivery channels?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the general relationship between a banker and a customer.

Or

- (b) Discuss the various functions of bank.

17. (a) Explain the salient features of a cheque.

Or

- (b) Discuss the alteration that amounts to a material alteration .

18. (a) Explain the principles that guide a banker in granting loans and advances.

Or

- (b) Discuss the precautions to be taken when discounting bills of exchange.

19. (a) Explain in detail the rights of mortgagee.

Or

(b) Explain the main differences between pledge and hypothecation.

20. (a) Explain the advantages of e-banking to the customers.

Or

(b) Discuss the constraints or drawbacks of electronic banking.

Reg. No. :

Code No. : 22934 B Sub. Code : SNBA 3 B

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration

Non Major Elective — INTRODUCTION TO
CONSUMER BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ————— என்பது ஆற்றல் வாய்ந்த நுகர்வோரின் உளவியல், சமூக மற்றும் உடல் ரீதியான நடத்தை
(அ) நுகர்வோர் நடத்தை
(ஆ) விற்பனையாளர் நடத்தை
(இ) உற்பத்தியாளர் நடத்தை
(ஈ) வீட்டு நடத்தை

_____ is all psychological, social and physical behavior of potential consumer

- (a) Consumer behaviour
- (b) Seller behaviour
- (c) Manufacture behaviour
- (d) Household behaviour

2. வாடிக்கையாளரின் வாங்கும் முடிவு அவரது _____ பொறுத்தது

- (அ) விலை (ஆ) முன்னேற்றம்
- (இ) பொருள் (ஈ) கண்ணோட்டம்

Buying decision of a customer depends on his _____

- (a) Price (b) Promotion
- (c) Product (d) Attitude

3. _____ பொருள்கள் இறுதி நுகர்வை குறிக்கிறது

- (அ) வசதிக்குரிய (ஆ) நுகர்வோர்
- (இ) சிறப்பு (ஈ) தொழிற்சாலை

_____ goods are meant for final consumption

- (a) Convenience (b) Consumer
- (c) Speciality (d) Industrial

4. _____ என்னும் பொருள்கள் தனிநபர்களாலும் நிறுவனங்களாலும் வாங்கப்பட்ட, மறு உற்பத்திக்கு அல்லது ஒரு தொழிலை நடத்துவதற்கு பயன்படுத்துவது ஆகும்

(அ) நுகர்வோர் பொருள்கள்

(ஆ) சேவைகள்

(இ) தொழிற்சாலை பொருள்கள்

(ஈ) சிறப்பு பொருள்கள்

_____ are products bought by individuals and organizations for further processing or for use in conducting a business

(a) Consumer products

(b) Services

(c) Industrial products

(d) Speciality products

5. கவனமான _____ படிப்பு அங்காடியிடுகை செய்பவர் அளவு, வடிவம், பாங்கு, கட்டுமம் மற்றும் பலவற்றை தீர்மானிக்க வசதி செய்கிறது

(அ) நுகர்வோர் நடத்தை

(ஆ) உற்பத்தியாளர் ஆற்றல்

(இ) அங்காடி கூறுபாடு

(ஈ) அங்காடி

A careful study of _____ will facilitate the marketer in determining the size, form, style, colour, package etc

- (a) Consumer behavior
- (b) Manufacturers potential
- (c) Market segmentation
- (d) Market

6. வாங்குவோன் ஒருவன் குறிப்பிட்ட ஒரு பொருளை அல்லது குறிப்பிட்ட வாணிப பெயர் கொண்ட பண்டத்தை வாங்குவது _____

- (அ) வாங்கும் எண்ணம்
- (ஆ) தேர்ந்தெடுக்கும் எண்ணம்
- (இ) ஆதரவு எண்ணம்
- (ஈ) பொருள் வாங்கும் எண்ணம்

A buyer makes a purchase of a particular product or a particular brand is termed as _____

- (a) Purchase motives
- (b) Selection motives
- (c) Patronage motives
- (d) Product buying motives

7. பொருளை உற்பத்தி செய்வதிலும் வாணிபப் பெயர் முடிவெடுப்பதிலும் எற்ப்படும் சூழப்பத்தை குறைப்பதற்கு நுகர்வோர் பின்பற்றும் வழிமுறைகள்

(அ) கூட்டு முடிவு விதி

(ஆ) நுகர்வோர் முடிவு விதி

(இ) ஈடுகட்டும் முடிவு விதி

(ஈ) எதுவுமில்லை

Procedures adopted by consumers to reduce the complexity of making product and brand decisions

(a) Conjunctive decision rule

(b) Consumer decision rule

(c) Compensatory decision rule

(d) None of the above

8. கோட்பாடு முறையானது நுகர்வோர் நடத்தை நிர்ணயிக்கப்பட முடியாதது என்பதோடு மட்டும் அல்லாமல் மாறாக்கூடியது என்பதையும் காட்டுகிறது

(அ) எதிர்மறை எண்ண சிந்தனை

(ஆ) அறிநிலை முறை

(இ) நேர்மறை எண்ண சிந்தனை

(ஈ) எதுவுமில்லை

The theoretical orientation postulating that consumer behavior cannot only be predicted but also be influenced

- (a) Negativism (b) Interpretivism
(c) Positivism (d) None of the above

9. பொருள் அல்லது சேவையின் தகுதி பற்றிய தனிநபர் நுகர்வோரின் கண்டுணர்தல் அவரது அல்லது அவளது எதிர்பார்ப்போடு தொடர்புடையது

- (அ) வாடிக்கையாளர் திருப்தி
(ஆ) வாடிக்கையாளரை விடாதிருத்தல்
(இ) வாடிக்கையாளர் மதிப்பு
(ஈ) மேற்க்கண்ட எதுவுமில்லை

The individual consumer's perception of the performance of the product or service in relation to his or her expectation

- (a) Customer satisfaction
(b) Customer retention
(c) Customer value
(d) None of the above

10. சமுதாய நலன் நோக்கில் எந்த ஒரு தனி நபரும் நீதிமன்றத்தை நாடும் முறை

- (அ) லோக் அதாலத்
(ஆ) பொது நல வழக்கு
(இ) குறை தீர்க்கும் அமைப்பு
(ஈ) மேற்க்கண்ட எதுவுமில்லை

A scheme under which any person can move to the court of law in the interest of the society

- (a) Lok Adalat
- (b) Public interest litigation
- (c) Redressal Forums
- (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (அ) அங்காடியியலில் நுகர்வோர் நடத்தை என்பதன் பொருள் யாது என்கிறாய்?

What do you mean by consumer behaviour in marketing?

Or

- (ஆ) நுகர்வோர் நடத்தையின் பொருளடக்கத்தை எழுதுக.

Write down the scope of consumer behaviour.

12. (அ) பெண்களை நுகர்வோர் என்றும் முடிவெடுப்போர் என்றும் விவரி.

Describe women as a consumer and decision maker.

Or

(ஆ) கிராமப்புற நுகர்வோரிகளின் முக்கிய குணாதிசயங்கள் யாவை?

What are the main characteristics of rural consumers?

13. (அ) நுகர்வோர் நடத்தையை தூண்டுகிற சமூகக் காரணிகள் யாவை?

What are the social factors influencing consumer behaviour?

Or

(ஆ) 'ஏஞ்சல் பிளேக் வெல் கோலட்' மாதிரியை எழுதுக.

Write down the components of Engel-Blackwell-Kollat model.

14. (அ) நுகர்வோர் முடிவின் நிலைகளை பாதிக்கும் சுற்றுச்சூழல் காரணிகள் யாவை?

What are the environmental factors that affect consumer decision process?

Or

(ஆ) நுகர்வோரின் நுகர்வு பழக்க வழக்கங்களை விவரி.

Describe the consumption behaviour of the consumer.

15. (அ) நுகர்வோர் திருப்தியின் ஐந்து நிலைகள் யாவை?

What are the five levels of consumer satisfaction?

Or

(ஆ) நுகர்வோர் பாதுகாப்பின் தேவையைக் கூறுக.

State the need for consumer protection.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (அ) அங்காடியிடுகையில் நுகர்வோர் நடத்தையின் தன்மைகளை விளக்குக.

Explain the nature of consumer behaviour in marketing.

Or

- (ஆ) நுகர்வோர் நடத்தையின் அடிப்படை தத்துவங்களை விவாதி.

Discuss the underlying principles of consumer behaviour.

17. (அ) அங்காடியில் தனித்தன்மை கொண்ட நுகர்வோர் பிரிவை விளக்குக.

Explain the unique types of consumers in the market.

Or

- (ஆ) சிறப்பு பகுதி நுகர்வோர்களின் தனிப்பண்புகளை விவாதி.

Discuss the consumer behavior peculiarities of special area consumers.

18. (அ) நுகர்வோர் நடத்தையை பாதிக்கும் தனிநபர்க் காரணிகளை விளக்குக.

Explain the individual determinants that affect consumer behavior.

Or

- (ஆ) நுகர்வோர் நடத்தையின் வெவ்வேறு மாதிரிகளை விளக்குக.

Discuss the different models of consumer behaviour.

19. (அ) நுகர்வோர் முடிவெடுத்தலில் உள்ள வெவ்வேறு நிலைகளை விளக்குக.

Explain the various stages of consumer decision-making process.

Or

- (ஆ) நுகர்வோர் நடத்தையில் வாங்குதலுக்கு முன்பான நிலையினை விவாதி.

Discuss the pre-purchase process of consumer behaviour.

20. (அ) நுகர்வோர் திருப்தியின்மையின் முக்கிய மூலங்களை விளக்குக.

Explain the major sources of consumer dissatisfaction.

Or

(ஆ) நுகர்வோர் பாதுகாப்பு சட்டம் 1986-ன் சிறப்பு பண்புகளை விளக்குக.

Explain the salient features of Consumer Protection Act, 1986.

(6 pages)

Reg. No. :

Code No. : 22931 E Sub. Code : SABA 21

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Second Semester

Business Administration — Allied

OFFICE MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A shredder is there to;
 - (a) Destroy paper documents by cutting them into small pieces
 - (b) Staple pieces of paper together
 - (c) Fax documents
 - (d) Open envelopes

2. A photocopier is used to
 - (a) Take photos the way a camera does
 - (b) Screen unwanted phone-calls
 - (c) Make paper copies of documents
 - (d) Correct spelling and grammar mistakes in documents
3. In an office, for safety reasons it is important to:
 - (a) Make sure that the windows are kept open throughout the day
 - (b) Say good morning to your colleagues in the morning
 - (c) Keep the office temperature at a low level, no matter what the weather
 - (d) Keep all emergency exits, stairs and walkways clear of any obstruction
4. A device that is connected to a laptop and which prints out information onto paper is called
 - (a) Printer
 - (b) Scanner
 - (c) Diary
 - (d) Switchboard

5. To run an effective filing system you should;
 - (a) Avoid saving unnecessary documents
 - (b) Keep all filing cabinet doors closed at all times
 - (c) Drink lots of coffee when filing away paperwork
 - (d) Make sure that all cables in the office are hidden and not exposed

6. Excel is used to create
 - (a) Drawings
 - (b) Presentations
 - (c) Spreadsheets
 - (d) Infographics

7. What does faxing a document mean?
 - (a) Transmitting or receiving a document by a fax machine
 - (b) Proofreading a document
 - (c) Printing multiple copies of a document
 - (d) Throwing a document away

8. To properly receive, process, file and report all official documents, you should
 - (a) Keep a copy of every document the company has ever produced, no matter how trivial it is
 - (b) Have an effective Document Management system
 - (c) Photocopy all documents and then take one copy home for safekeeping
 - (d) Run an effective Diary Management system
9. In an office, which of the following is it most important to know the location of,
 - (a) Coffee and snack vending machines
 - (b) Bathroom and locker-rooms
 - (c) Emergency exits, first-aid kits and fire extinguishers
 - (d) Where the office stationary supplies are kept
10. Filing cabinets is used for
 - (a) Store paper documents
 - (b) Retrieve data
 - (c) Send data
 - (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Explain the importance of an office.

Or

- (b) Elaborate the qualities of a manager.

12. (a) Brief about office layout.

Or

- (b) Discuss the physical conditions of the office.

13. (a) Explain the term filing.

Or

- (b) Describe the advantages of mail merge.

14. (a) Brief about types of index.

Or

- (b) Describe the office forms used now days in the office.

15. (a) Explain the objective of MIS.

Or

- (b) Illustrate the importance of office appliances.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Elaborate functions of an office.

Or

- (b) Explain the functions of an office manager.

17. (a) Discuss the merits of an office.

Or

- (b) Differentiate open office and private office.

18. (a) Discuss the advantages of centralized mail handling.

Or

- (b) Explain the filing procedure and maintenance of an office.

19. (a) Explain about the Essentials and merits of indexing.

Or

- (b) Discuss the objectives and advantages of forms.

20. (a) Illustrate the factors in selecting office machines.

Or

- (b) Elaborate the components of MIS.
-

(6 pages)

Reg. No. :

Code No. : 22929 E Sub. Code : SMBA 34

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2018.

Third Semester

Business Administration — Main

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Organisational Behaviour focuses the attention of people from ————— point of view.
 - (a) Humanistic
 - (b) Optimistic
 - (c) Both (a) and (b)
 - (d) None of these

2. Hawthorne studies is related to which stage of the organizational behaviour evolution?
- (a) Industrial revolution
 - (b) Scientific Management
 - (c) Organizational Behaviour
 - (d) Human Relations Movement
3. Behaviors and attitudes can best be predicted by knowing _____.
- (a) A person's beliefs
 - (b) Social norms that influence a person intention
 - (c) A person's values
 - (d) Both (a) and (c)
4. In the system of programmed learning, the learner becomes _____.
- (a) An active agent in acquiring the acquisition
 - (b) A passive agent in acquiring the acquisition
 - (c) A neutral age in acquiring the acquisition
 - (d) Instrumental in acquiring the acquisition
5. Giving meaning to the environment around us is known as _____.
- (a) Learning
 - (b) Attitude
 - (c) Value
 - (d) Perception

6. A person who is motivated by the enjoyment of performing a task is high in _____.
 - (a) Self-esteem
 - (b) Need for achievement
 - (c) Extrinsic motivation
 - (d) Intrinsic motivation

7. Behavioral theories of leadership focused on _____.
 - (a) who are effective leaders
 - (b) what characteristics effective leaders had
 - (c) how to identify effective leaders
 - (d) what effective leaders did

8. A change agent is the individual who _____.
 - (a) supports change
 - (b) helps implement change
 - (c) initiates change
 - (d) opposes change

9. An organization's _____ embraces the behavior, rituals, and shared meaning held by employees that distinguishes that organization from all others.
 - (a) external environment
 - (b) culture
 - (c) development
 - (d) ethics

10. The primary advantage of Organizational Development is _____.
- (a) It tries to deal with change in a whole organization
 - (b) It is easy to implement
 - (c) Both (a) and (b)
 - (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the importance of OB.
Or
(b) Write a note on the purpose of Hawthorne studies.
12. (a) Explain the 'Personal Biographical Factors' that form the foundations of Individual Behaviour.
Or
(b) Write a note on the formation of attitudes.
13. (a) Explain two factors theory of motivation.
Or
(b) Explain the five stages – group development model.

14. (a) Describe the leadership traits essential for an effective leader.

Or

- (b) How to reduce resistance to change in an organisation?

15. (a) As a manager how will you manage culture in your company?

Or

- (b) What are the objectives of organizational development?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the nature of Organizational Behaviour.

Or

- (b) Explain the system approach.

17. (a) What are the different types of attitudes and values? List out the similarities and dissimilarities between them.

Or

- (b) What are the causes of low morale of employees? Explain.

18. (a) Explain the perception process.

Or

(b) What are the characteristics of a group? Why do people join or form groups?

19. (a) Explain the Managerial Grid.

Or

(b) Describe the causes of organizational change.

20. (a) How will the organizational culture be evaluated in an organization?

Or

(b) Discuss the steps involved in organizational development.

3. Which one of the following is not an objective of planning?
- (a) Reducing uncertainty
 - (b) Reducing competition
 - (c) Economy in operation
 - (d) Recruitment and selection
4. Objective plans are otherwise known as _____ plans.
- (a) basic
 - (b) standing
 - (c) master
 - (d) long term
5. _____ theory of organization gives a two-way communication.
- (a) neo-classical
 - (b) classical
 - (c) un-classical
 - (d) conditional
6. Which one of the following is not the benefit of an organisation?
- (a) co-ordination
 - (b) Job hopping
 - (c) team work
 - (d) creativity

7. The practice of translating the message into suitable signs, symbols, etc. for the purpose of transmission is known as _____.
- (a) encoding
 - (b) feedback
 - (c) decoding
 - (d) communication
8. When there is a deviation in the actual performance from the planned one, then _____ function of management takes care of such situation.
- (a) motivating
 - (b) communication
 - (c) controlling
 - (d) staffing
9. _____ is the obligation of a sub-ordinate to his superior.
- (a) Authority
 - (b) Responsibility
 - (c) Delegation
 - (d) Decision
10. Which of the following is a problem of delegation?
- (a) Superiors
 - (b) Organisation
 - (c) Sub-ordinates
 - (d) All the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) What are the Levels of Management?
Explain.

Or

- (b) Discuss the techniques of Scientific Management.

12. (a) Explain the limitations of Planning.

Or

- (b) What are the features of Decision Making?

13. (a) How do you classify an Organisation?
Explain

Or

- (b) What are the factors affecting the span of management?

14. (a) Discuss the principles of direction.

Or

- (b) Explain the importance of control function.

15. (a) What are the problems of co-ordination?

Or

(b) What are the merits of 'Delegation of Authority'?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Explain the functions of management.

Or

(b) What are the findings and criticisms of Hawthorne Experiment?

17. (a) Explain the different types of Forecasting Techniques.

Or

(b) Describe the various steps involved in a Decision Making process.

18. (a) Discuss the principles of a successful organization.

Or

(b) Explain the different methods of Departmentation.

19. (a) Describe the different types of communication.

Or

(b) Explain the controlling techniques.

20. (a) Discuss the importance of co-ordination.

Or

(b) What are the advantages and limitations of decentralization?
