

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

The conclusions/findings of which type of research cannot be generalized to other situations?

- (a) Casual comparative research
- (b) Historical research
- (c) Descriptive research
- (d) Experimental research

Questions in which only two alternatives are possible is called _____

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

How is random sampling helpful?

- (a) Reasonable accurate
- (b) An economical method of data collection
- (c) Free from personal biases
- (d) All of the above

Data analysis is a process of _____

- (a) Inspecting data
- (b) Transforming data
- (c) Cleaning data
- (d) All of the above

For what is the 'variable view' in SPSS's data editor used?

- (a) Entering data
- (b) Viewing output from data analysis
- (c) Writing syntax
- (d) Defining characteristics of variables

- 2. Which of the following features are considered as critical in qualitative research?
 - (a) Collecting data with the help of standardized research tools
 - (b) Design sampling with probability sample techniques
 - (c) Collecting data with bottom-up empirical evidence
 - (d) Gathering data with top-down schematic evidence
- 3. A research problem is feasible only when _____
 - (a) It has utility and relevance
 - (b) It is new and adds something to knowledge
 - (c) It is researchable
 - (d) All of the above
- 4. What is the name of the conceptual framework in which the research is carried out?
 - (a) Research hypothesis
 - (b) Synopsis of research
 - (c) Research paradigm
 - (d) Research design

- 9. The first page of a research report is _____
 - (a) Appendix
 - (b) Bibliography
 - (c) Index
 - (d) Title page
- 10. The main text provides the complete outline of the research report along with all details. It includes _____
 - (a) Methodology
 - (b) Analysis and interpretation
 - (c) Findings and recommendations
 - (d) All 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 objectives of research?
Or
(b) Highlight the differences between qualitative and quantitative research.
- 12. (a) State the qualities of a good research design.
Or
(b) How do you identify gap in research?

13. (a) What are the points to be considered in construction of a questionnaire?

Or

(b) Distinguish between probability and non-probability sampling.

14. (a) Describe the application of SPSS package in research.

Or

(b) Write a note on 't-test'.

15. (a) List out the features of a good research report.

Or

(b) Briefly explain various types of research reports.

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 steps involved in the research process.

Or

(b) Describe the different types of research.

Page 5 Code No. : 20734 E

17. (a) Discuss the significance of hypothesis.

Or

(b) How to develop a research design?

18. (a) State the advantages and disadvantages of observation method of data collection.

Or

(b) Explain the various types of interviews.

19. (a) Enumerate the importance of statistical tools in research.

Or

(b) Highlight the precautions to be followed while using SPSS package in research.

20. (a) Explain the steps involved in drafting a research report.

Or

(b) Explain the content of a research report.

Page 6 Code No. : 20734 E

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Banking is defined in

- (a) RBI Act
- (b) Banking Regulation Act
- (c) Govt. of India Act
- (d) Companies Act

Who establishes the mutual fund in India?

- (a) Securities exchange board of India
- (b) Asset management company
- (c) Sponsor
- (d) Shareholders

The person who seeks protection against a risk and to whom the insurance policy is issued is known as _____

- (a) insurer (b) customer
- (c) insured (d) creditor

Insurance works on the principle of

- (a) Sharing of losses (b) Probabilities
- (c) Large numbers (d) All of the above

Life insurance corporation of India was formed in the year _____

- (a) 1948 (b) 1964
- (c) 1956 (d) 1984

_____ insurance cover loss or damage to a ship and intranist cargo over the water ways land and air.

- (a) Motor insurance
- (b) Marine insurance
- (c) Third party insurance
- (d) Fire insurance

- 2. Banker-customer relationship starts when
 - (a) A customer opens an account
 - (b) A customer becomes a relative of a banker
 - (c) The banker and banker become friends
 - (d) None of the above
- 3. A collecting banker is given protection only when he collects
 - (a) A crossed cheque
 - (b) An order cheque
 - (c) An bearer cheque
 - (d) An mutilated cheque
- 4. In the case of a negotiable instrument, the following person generally gets a good title _____
 - (a) Finder of the lost instrument
 - (b) Holder of a stolen instrument
 - (c) Holder in due course
 - (d) Holder of a forged instrument
- 5. _____ refers to the use of a mobile device to carry out financial transactions.
 - (a) Internet banking (b) Tele banking
 - (c) Mobile banking (d) All 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 rights of the banker?
Or
(b) Bring out the classifications of banks.
- 12. (a) Explain the types of negotiable instruments and its features.
Or
(b) What are the essential elements of promissory note?
- 13. (a) List the important features of micro finance.
Or
(b) What are the advantages of bancassurance?
- 14. (a) What are the functions of insurance?
Or
(b) What are the types of risks in insurance?

15. (a) What are the features of life insurance?

Or

(b) State the importance of general insurance.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the functions of bank.

Or

(b) Explain the relationship between banker and customer.

17. (a) Explain the types of negotiable instruments and its features

Or

(b) Describe the circumstance of a dishonor of cheque.

18. (a) Distinguish between traditional banking and E-banking.

Or

(b) Discuss the types of factoring.

Page 5 Code No. : 20753 E

19. (a) Explain the power and functions of IRDA.

Or

(b) Discuss the recent developments in the life insurance industry.

20. (a) Explain the features of life insurance.

Or

(b) Briefly explain the types of general insurance policies with its features.

Page 6 Code No. : 20753 E

Code No. : 10421 E Sub. Code : AEBA 51

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration

Major Elective – RETAIL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- 1. _____ is the sum of all activities associated with selling services or goods directly to final customers for non-business personal use.
 - (a) Retailing
 - (b) Wholeselling
 - (c) Logistics
 - (d) None of the above

- 7. Supply chain management includes _____.
 - (a) Transportation
 - (b) Distribution
 - (c) Material handling
 - (d) All the above
- 8. _____ is a set of actions taken by supply chain partners to plan and communicate tasks to meet customer demand while reducing cost.
 - (a) Collection, Planning Forecasting and Replenishment
 - (b) Collaborative, Planning, Forecasting and Replenishment
 - (c) Collaborative, Planning, Forecasting and Retail
 - (d) Coordinative, Planning, Forecasting and Replenishment
- 9. _____ is important to increase the sales of a retail store.
 - (a) Promotion
 - (b) Channels
 - (c) Transportation
 - (d) Machine
- 10. Any non-paid communication to promote an organization or its products and services in public media is _____.
 - (a) Sales Promotion
 - (b) Publicity
 - (c) Advertising
 - (d) Public Relations

- 2. The large stores which sell different types of products under one roof in different departments is _____.
 - (a) Direct selling
 - (b) Super market
 - (c) Chain store
 - (d) Departmental store
- 3. A retailer's _____ is the key to its ability to attract customers.
 - (a) Location
 - (b) Promotion system
 - (c) Pricing system
 - (d) Store personnel
- 4. Supermarket is a kind of _____.
 - (a) Wholesale
 - (b) Distributor
 - (c) Dealer
 - (d) Retail store
- 5. For _____ retailers a store's physical layout is an important in creating a retail experience.
 - (a) Store Based
 - (b) Non-store based
 - (c) Public based
 - (d) Private based
- 6. _____ refers to the design on an environment through visual communication, lights, colour, scent, etc.,
 - (a) Theme
 - (b) Visual merchandising
 - (c) Planograms
 - (d) Atmospheric

PART B — (5 × 5 = 25 marks)

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

- 11. (a) State the functions of retailer.

Or

 (b) What are the problems of organized retailing in India?
- 12. (a) Explain the process of strategic retail planning.

Or

 (b) Discuss about the site selection analysis.
- 13. (a) What are the influencing factors to retail store layout?

Or

 (b) Write short note on visual merchandising.
- 14. (a) Narrate the objectives of Supply chain Management.

Or

 (b) Bring out the disadvantages of CPFR.

15. (a) Explain the functions of retail logistics.

Or

(b) Write a comprehensive note on Retail promotion strategies.

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 Indian organize retail market.

Or

(b) Discuss the types of retailing format.

17. (a) Explain the factors influencing retail choice of location.

Or

(b) Discuss the advantages and disadvantages of urban location.

18. (a) Explain the tools used in visual merchandising.

Or

(b) Discuss the principles of logistics in retail.

Page 5 Code No. : 10421 E

19. (a) Describe the factors affecting a retail supply chain.

Or

(b) Explain the process of CPFR.

20. (a) Explain about emerging trends in retailing.

Or

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

Page 6 Code No. : 10421 E

(8 pages)

Reg. No. :

Code No. : 10409 E Sub. Code : AMBA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

FINANCIAL ACCOUNTING

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Debtors account is a _____
(a) personal account (b) real account
(c) nominal account (d) cash account
2. Cash account opening balance will appear in _____
(a) credit (b) outside
(c) debit (d) inside

3. Trial balance is prepared to find out the
(a) profit or loss
(b) financial position
(c) arithmetical accuracy of the accounts
(d) competitive strength
4. Trading account is prepared to find out
(a) gross profit or loss (b) net profit or loss
(c) financial position (d) competitive position
5. The main objective of providing depreciation is
(a) to calculate true profit
(b) to calculate financial position
(c) to calculate tax burden
(d) to reduce profit
6. Under the diminishing balance method depreciation is calculated on _____.
(a) original value (b) written down value
(c) scrap value (d) market value
7. Non trading organisations
(a) Exist for the welfare of society
(b) Are set up as charity institutions
(c) Do not have profit motive
(d) All of the above

Page 2 Code No. : 10409 E

8. Limitations of receipts and payment account
(a) It is not able to find surplus and deficit of the organizations
(b) It does not account income and expenses on accrual basis
(c) It does not differentiate capital and revenue receipts and payments
(d) All of the above
9. IFRS are developed by the
(a) European Union
(b) Financial Accounting Standards Board
(c) International Accounting Standards Board
(d) International Monetary Fund
10. Expand ICAI
(a) The Institute of Cost Accountants of India
(b) The Institute of Cost Analysts of India
(c) The Institute of Chief Accountants of India
(d) The Institute of Chartered Accountants of India

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 nature of financial accounting.
Or
(b) Discuss the limitations of financial accounting.

Page 3 Code No. : 10409 E

12. (a) How will you prepare trial balance?
Or
(b) Prepare Trading Account of Mr. Raju for the year ending 31st March 2020.
- | | Rs. |
|----------------------------|----------|
| Stock of good on 1.4.2010 | 25,000 |
| Stock of good on 31.3.2008 | 47,500 |
| Purchase - Cash | 1,19,500 |
| Sales - Cash | 1,66,000 |
| Returns to Suppliers | 2,500 |
| Returns by customers | 2,500 |
13. (a) A company purchased Machinery for Rs.1,00,000. Its installation costs amounted to Rs.10,000. It's estimated life is 5 years and the scrap value is Rs.5,000. Calculate the amount of depreciation.

Or

- (b) What are merits and demerits of written down value method?
14. (a) Briefly explain the steps in the preparation of Receipt and Payment Account.
Or
(b) Discuss the procedure adopted to prepare the Balance Sheet for non trading organisation.

Page 4 Code No. : 10409 E

[P.T.O.]

15. (a) Briefly explain the benefits of Indian accounting standards.

Or

- (b) Describe the need for convergence towards Global Standards.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elucidate the principles of accounting
- Or
- (b) Enter the following transactions in the cash book with discount cash and bank columns and show the balance.
- 1-1-2001 Cash in hand Rs.250 and at bank Rs.10,650.
- 1-1-2001 Sold goods for cash and banked the proceeds Rs.5,700
- 2-1-2001 Received a cheque from Govind for Rs.775 in full settlement of his account for Rs.790.
- 3-1-2001 Sent Govind's cheque to bank for collection.
- 6-1-2001 Bought goods and paid by cheque Rs.5,000.
- 10-1-2001 Paid rent for the month of November by cheque Rs.500
- 15-1-2001 Received a cheque for commission earned from Mr. Kalidas of Dharwar and sent the same to bank for collection Rs.600.
- 20-1-2001 Bought postage stamp Rs.50.

Page 5 Code No. : 10409 E

17. (a) What is trading account? What are its uses?

Or

- (b) From the following balances are extracted from the books of M/s. Aditya and Co. on 31st December 2013. Prepare a Trading and Profit and Loss a/c for the year ended and a balance sheet as at that date:

Particulars	Debit Rs.	Particulars	Credit Rs.
Carriage outwards	580	Capital	7,160
Commission	320	Creditors	7,860
Carriage inwards	320	Commission	160
Wages	1,120	Bills Payable	1,200
Purchase	15,600	Sales	20,000
Insurances	440	Returns outwards	200
Rent and taxes	440		
Cash at Bank	1,900		
Returns inwards	520		
Stationery	180		
Interest on capital	280		
Stock on			
1 st Jan 2003	400		
Bills receivable	1,800		
Sundry debtors	12,000		
Trade expenses	80		
Office furniture	400		
Cash in hand	200		
Total	<u>36,580</u>	Total	<u>36,580</u>

Page 6 Code No. : 10409 E

18. (a) Discuss the causes and importance of depreciation.

Or

- (b) Raj and Co. purchased a fixed asset on 1.4.2000 for Rs.2,50,000. Depreciation is to be provided @10% annually according to the Straight line method. The books are closed on 31st March every year. Pass the necessary journal entries, prepare Fixed asset Account and Depreciation Account for the first three years.

19. (a) From the following details prepare Receipts and Payments Account for the Swaraj Club for the year ended December 31,2012 were: Entrance fees Rs.300; Membership fees Rs.3,000; Donation for club pavilion Rs.10,000; foodstuff sales Rs.1,200; Salaries and wages Rs.1,200; Purchase of foodstuff Rs.800; Construction of club pavilion Rs.11,000; General expenses Rs.600; Rent and taxes Rs.400; Bank charges Rs.160.

Cash in hand on January 1st _ Rs.200

Cash in hand on January 1st - Rs.200
 Cash in hand on December 31st - Rs.350
 Cash in bank on January 1st - Rs.400
 Cash in bank on December 31st - Rs.590

Or

- (b) Explain the steps in the Preparation of Income and Expenditure Account.

Page 7 Code No. : 10409 E

20. (a) Explain the procedure for issuing Indian accounting standards.

Or

- (b) Discuss the uses of International Financial Reporting Standards.

Page 8 Code No. : 10409 E

Reg. No. :

Code No. : 20728 E Sub. Code : AMBA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Business Administration — Core

COST AND MANAGEMENT ACCOUNTING

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Basic objectives of cost accounting is _____
 - (a) tax compliance
 - (b) financial audit
 - (c) cost ascertainment
 - (d) profit analysis

2. Cost accounting was developed because of the _____
- (a) limitations of the management accounting
 - (b) limitations of the financial accounting
 - (c) limitations of the human resource accounting
 - (d) limitations of the marketing accounting
3. P/V ratio is an indicator of _____
- (a) the rate at which goods are sold
 - (b) the volume of sales
 - (c) the volume of profit
 - (d) the rate of profit
4. If fixed costs decrease while variable cost per unit remains constant, the new B.E.P in relation to the old B.E.P will be _____
- (a) lower
 - (b) unchanged
 - (c) intermediate
 - (d) higher
5. Net profit ratio is a _____
- (a) turnover ratio
 - (b) long term solvency ratio
 - (c) short term solvency ratio
 - (d) profitability ratio

Product	Estimated stock at the beginning of the budget period	Estimated stock at the end of the budget period	Estimated sales as per sales budget
X	5,000 units	6,400 units	21,600 units
Y	4,000 units	3,850 units	19,200 units
Z	6,000 units	7,800 units	23,100 units

Or

- (b) The expenses for the production of 5,000 units in a factor are given as follows :

	Per unit Rs.
Materials	50
Labour	20
Variable overheads	15
Fixed overhead (Rs. 50,000)	10
Administrative expenses (5% variable)	10
Selling expenses (20% fixed)	6
Distribution expenses (10% fixed)	5
Total cost of sales per unit	116

You are required to prepare a budget for the production of 7,000 units and 900 units.

6. Turnover ratio is also known as _____
 - (a) activity ratio
 - (b) solvency ratios
 - (c) liquidity ratios
 - (d) profitability ratios
7. Funds flow statement is based on the _____
 - (a) cash concept of funds
 - (b) fixed assets concept of funds
 - (c) working capital concept of funds
 - (d) long term funds
8. Inflow of funds does not take place due to _____
 - (a) Funds form operation
 - (b) Increase in working capital
 - (c) Increase in capital
 - (d) Sale of fixed assets
9. Sales budget is a _____
 - (a) Functional budget
 - (b) Expenditure budget
 - (c) Master budget
 - (d) Flexible budget

10. Which of the following is usually a long-term budget?

- (a) Fixed budget
- (b) Capital expenditure budget
- (c) Sales budget
- (d) Cash budget

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 nature of cost accounting.

Or

(b) Discuss the elements of cost sheet.

12. (a) Discuss the advantages of standard costing.

Or

(b) From the following particulars calculate break-even point.

	Rs.
Variable cost per unit	12
Fixed expenses	60,000
Selling price per unit	18

Page 4 Code No. : 20728 E

19. (a) Explain the differences between funds flow and cash flow statement.

Or

(b) Prepare a fund flow statement from the following particulars.

Liabilities	2012	2013	Assets	2012	2013
Share capital	5,00,000	7,00,000	Land and buildings	80,000	1,20,000
Profit and loss account	1,00,000	1,60,000	Plant and machinery	5,00,000	8,00,000
General reserve	50,000	70,000	Stock	1,00,000	75,000
Sundry creditors	1,53,000	1,90,000	Debtors	1,50,000	1,60,000
Bills payable	40,000	50,000	Cash	20,000	20,000
Expenses outstanding	7,000	5,000			
	<u>8,50,000</u>	<u>11,75,000</u>		<u>8,50,000</u>	<u>11,75,000</u>

20. (a) From the following particular, you are required to prepare production budget of Mrs. V.G.P. Ltd. a manufacturing organization that has three products X, Y and Z.

Page 9 Code No. : 20728 E

-) Explain the limitations of financial statements

Or

-) From the following balance sheet, compute the following ratio.
- Current ratio
 - Liquid ratio
 - Proprietary ratio
 - Debt equity ratio
 - Current assets to working capital ratio.

Balance sheet as on 31st December 2012

Liabilities	Rs.	Assets	Rs.
Preference share		Plant and machinery	2,00,000
Reserve capital	2,00,000	Land and building	2,00,000
Investments	1,00,000	Stock	1,50,000
Reserves and surplus	1,00,000	Debtors	50,000
Bank (long term)	50,000	Cash	1,00,000
Debtors	1,00,000		
Bank overdraft	50,000		
	<u>7,00,000</u>		<u>7,00,000</u>

13. (a) The following is the balance sheet of Madura Manufacturing company is given below. Find gross profit ratio and net profit ratio.

	Rs.		Rs.
To opening stock	26,000	By sales	1,60,000
To purchases	80,000	By closing stock	38,000
To wages	24,000		
To manufacturing expenses	16,000		
To gross profit c/d	<u>52,000</u>		
	<u>1,98,000</u>		<u>1,98,000</u>

Or

- (b) From the following information extracted from the balance sheet of Vinayaga Limited calculate current ratio.

Stock	25,000
Debtors	10,000
Cash at bank	5,000
Creditors	8,000
Bills payable	2,000
Provision for taxes	5,000
Bank overdraft	5,000

14. (a) Briefly explain the uses of fund flow statement.

Or

- (b) From the following information of a company prepare a statement showing changes in working capital.

	31 st December	
	2012	2013
Assets		
Land and buildings	50,000	50,000
Plant	24,000	34,000
Stock	9,000	7,000
Debtors	16,500	19,500
Cash at bank	<u>4,000</u>	<u>9,000</u>
	<u>103,500</u>	<u>119,500</u>
Liabilities		
Capital	80,000	85,000
Profit and loss	14,500	24,500
Creditors	9,000	5,000
Mortgage	<u>-</u>	<u>5,000</u>
	<u>1,03,500</u>	<u>1,19,500</u>

15. (a) Write a note on flexible budgets.

Or

- (b) What do you understand by budgetary control?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the differences between cost accounting and management accounting.

Or

- (b) Elucidate the scope of cost accounting.

17. (a) Discuss the managerial implications of Break even analysis.

Or

- (b) From the following details find out (i) profit volume ratio (ii) B.E.P. (iii) Margin of safety.

Sales	Rs. 1,00,000
Variable cost	Rs. 60,000
Fixed cost	Rs. 30,000.

Code No. : 10415 E Sub. Code : AMBA 43

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

HUMAN RESOURCE MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. As a _____ the HR manager settles the disputes between employees and employer.
 - (a) Counselor
 - (b) Change agent
 - (c) Spokesman
 - (d) Mediator

6. Transferring of executives from one job to another to another and from department to department in a systematic manner is called as _____.
 - (a) Multiple management
 - (b) Job rotation
 - (c) Coaching
 - (d) Training
7. The internal reward that an employee achieves from completing their tasks or projects successfully refers to _____.
 - (a) Intrinsic reward
 - (b) Extrinsic reward
 - (c) Fringe benefit
 - (d) Incentive
8. Which of the following ways contribute towards improving quality of work?
 - (a) Quality circles
 - (b) Management by objectives
 - (c) Suggestion system
 - (d) All of the above

2. Which one of the following is an essential quality required by a HR manager?
 - (a) Discriminating skill
 - (b) Controlling skill
 - (c) Role of conscience
 - (d) Planning skill
3. Deciding the number and type of human resources is known as _____.
 - (a) HRM
 - (b) HRP
 - (c) HRD
 - (d) HCM
4. A written statement of qualification, traits, physical and mental characteristics that an individual should possess to perform a job refers to _____.
 - (a) Job design
 - (b) Job description
 - (c) Job specification
 - (d) Job supervision
5. The upward movement of an employee in the organizational hierarchy with greater responsibility, authority and status with out any increase in salary is known as _____.
 - (a) Demotion
 - (b) Up-gradation
 - (c) Vertical promotion
 - (d) Dry promotion

9. The process of negotiating between management and workers respected by their representatives for determining mutual agreement on the conditions of work is known as _____.
 - (a) Collective bargaining
 - (b) WPM
 - (c) QWL
 - (d) WLB
10. Any differences of opinion between employers and employees or between employees and workmen is known as _____.
 - (a) Grievance
 - (b) Industrial dispute
 - (c) Punishment
 - (d) Demotion

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 fundamental principles of HRM.
Or
(b) State the significance of HRM.

12. (a) What are the steps involved in the process of human resource planning?

Or

(b) Explain the various external sources in modern method of recruitment.

13. (a) Discuss the various off-the-job methods of training.

Or

(b) What are the problems faced with promotion?

14. (a) What are the different types of compensation?

Or

(b) How do you classify incentive scheme?

15. (a) What are the prerequisites of a Grievance procedure?

Or

(b) Explain the various aspects of discipline.

Page 5 Code No. : 10415 E

20. (a) Describe the different types of punishments.

Or

(b) Explain the functions of collective bargaining.

Page 7 Code No. : 10415 E

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 various functions of Human Resource Management.

Or

(b) What are the qualities required by a HR manager? Describe.

17. (a) Discuss the characteristics of a good job description.

Or

(b) Describe the steps involved in selection procedure.

18. (a) Explain the objectives of performance appraisal.

Or

(b) State the various reasons for career planning.

19. (a) Discuss the major reasons for job stress.

Or

(b) Mention the causes of workplace violence.

Page 6 Code No. : 10415 E

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Which of the following is not an input for the production process?

- (a) Time
- (b) Labour
- (c) Materials
- (d) Power

_____ production is a combination of mass and job production.

- (a) Continuous
- (b) Process
- (c) Batch
- (d) Assembly line

Method study and time study together is known as _____ study.

- (a) Motion
- (b) Work
- (c) Fatigue
- (d) Micro motion

Repair work taken after the failure of machine refers to _____ maintenance.

- (a) Preventive
- (b) Predictive
- (c) Break down
- (d) Planned

MRP is the abbreviated form of _____

- (a) Materials Requisition Planning
- (b) Materials Registration Planning
- (c) Materials Reconciliation Planning
- (d) Materials Requirement Planning

The purpose of safety stock is to _____

- (a) Replace failed unit with good ones
- (b) Eliminate the possibility of stock out
- (c) Eliminate inventory tally
- (d) Control demand during lead time

3. _____ layout has the best utilization of machines.

- (a) Process
- (b) Product
- (c) Fixed
- (d) Office

4. Weber's theory of industrial location is based on _____

- (a) Raw materials
- (b) Air pollution
- (c) Productivity
- (d) Profitability

5. _____ file contains important information regarding items that flow through the shops.

- (a) Master
- (b) Control
- (c) Routing
- (d) Loading

6. _____ is the sequence of operations through which a product must pass.

- (a) Routing
- (b) Scheduling
- (c) Critical path
- (d) PERT

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the Six P's of production function.

Or

(b) What are the advantages of job production?

12. (a) List out the objectives of plant location.

Or

(b) Mention the disadvantages of functional layout.

13. (a) What are the steps involved in scheduling?

Or

(b) Describe the inputs for CRP process.

14. (a) Explain the objectives of method study.

Or

(b) Discuss the causes of equipment break down.

15. (a) List out the objectives of MRP.

Or

(b) Explain the limitation of EOQ.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the problems faced in production management?

Or

(b) Explain the characteristics of continuous production system.

17. (a) Discuss the factors related to manufacturing that influences the plant location.

Or

(b) Distinguish between product and process layout.

18. (a) How do you reduce scheduling problems?

Or

(b) Explain the causes of production delay.

Page 5 Code No. : 20731 E

19. (a) Describe the objectives of work measurement.

Or

(b) Discuss the different forms of preventive maintenance.

20. (a) Explain the advantages of combined materials management.

Or

(b) Discuss the general procedure for implementing ABC technique.

Page 6 Code No. : 20731 E

Reg. No. :

Code No. : 10417 E Sub. Code : AMBA 51

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration - Core

FINANCIAL MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Basic objective of financial Management is
 - (a) Maximisation of profits
 - (b) Maximisation of shareholders wealth
 - (c) Ensuring financial discipline in the organization
 - (d) None of these

2. In time value of money, nominal rate is _____
- (a) Not shown on timeline
 - (b) Multiplied on timeline
 - (c) Shown on timeline
 - (d) Dividend on timeline
3. The _____ is the minimum required rate of return that will maintain the value of a firm's equity shares.
- (a) Capital structure
 - (b) Cost of capital
 - (c) Leverage
 - (d) Equity share
4. Overall cost of capital can be denoted as _____.
- (a) Weighted Average Cost of Capital
 - (b) Composite Cost of Capital
 - (c) Both (a) and (b)
 - (d) Cost of equity
5. Depreciation is included in costs in case of _____.
- (a) Pay-back method
 - (b) Accounting rate of return method
 - (c) Net Present value method
 - (d) Profitability Index method

6. While evaluating capital investment proposals, the time value of money is considered in case of _____.
- (a) Discounted cash flow method
 - (b) Non-discounted cash flow method
 - (c) Net Present value method
 - (d) IRR method
7. According to the _____ model, the dividend decision is irrelevant.
- (a) MM
 - (b) Walter
 - (c) Gordon
 - (d) XY
8. In retention growth model, payout ratio is subtracted from one to calculate _____.
- (a) Present value ratio
 - (b) Future value ratio
 - (c) Retention ratio
 - (d) Growth ratio
9. The rate of return on investment _____ with the shortage of working capital.
- (a) Falls
 - (b) Constant
 - (c) Going
 - (d) Change

10. Receivables management deals with _____
- Receipts of raw materials
 - Creditors management
 - Debtors collection
 - Inventory management

PART B — (5 × 5 = 25 marks)

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

11. (a) Examine the Nature of Financial Management.

Or

- (b) Explain the Time value of Money.

12. (a) A Company issues Rs. 10,00,000 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs. 30,000. The debentures are redeemable after 5 years. Calculate before tax and after tax cost of debt assuming a tax rate of 50%.

Or

- (b) A company has earnings before interest and taxes of Rs. 1,00,000. It expects a return on its investment at a rate of 12.5%. You are required to find out the total value of the firm according to the MM theory.

Page 4 Code No. : 10417 E

13. (a) There are two projects X and Y. Each project requires an investment of Rs. 20,000. You are required to rank these projects according to the pay-back period from the following :

Years Project X Project Y

1	1,000	2,000
2	2,000	4,000
3	4,000	6,000
4	5,000	8,000
5	8,000	-

Or

- (b) A project requires an investment of Rs. 5,00,000 and has a scrap value of Rs. 20,000 after five years. It is expected to yield profits after depreciation and taxes during the five years amounting to Rs. 40,000, Rs. 60,000, Rs. 70,000, Rs. 50,000 and Rs. 20,000. Calculate the ARR on the investment.

Page 5 Code No. : 10417 E

14. (a) Discuss Walter model of share valuation vis-à-vis dividend policy.

Or

- (b) The earnings per share of Nadal Ltd. are Rs. 15 and the rate of capitalization applicable to the company is 12%. The productivity of earnings @ is 12%. Compute the market value of the company's share if the payout is
- 20% and
 - 50%.

15. (a) Explain the different types of working capital.

Or

- (b) From the following particulars calculate the economic order quantity (EOQ) :

Annual usage	-	4,000 units
Cost of material per unit	-	Rs. 20
Cost of placing and receiving one order	-	Rs. 40
Annual Carrying cost of one unit	-	10% of inventory value

Page 6 Code No. : 10417 E

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 objectives of financial management in detail.

Or

- (b) Discuss about the concept of Time value of Money.

17. (a) A firm has the following capital structure and after tax costs for the different sources of funds used :

Sources	Amount	Proportion	After tax cost
Debt	Rs. 15,00,000	25%	5%
Preference capital	Rs. 12,00,000	20%	10%
Equity capital	Rs. 18,00,000	30%	12%
Retained earnings	Rs. 15,00,000	25%	11%
	<u>60,00,000</u>	<u>100</u>	

You are required to compute the Weighted Average Cost of Capital.

Or

Page 7 Code No. : 10417 E

(b) A company expects a net income of Rs. 80,000. It has Rs. 2,00,000 in 8% debentures. The cost of equity capital or capitalization rate is 10%. Calculate the total value of the firm and overall capitalization according to the Net Income Approach.

18. (a) A company has an investment opportunity costing Rs. 40,000 with the following expected net cash flow after taxes and before depreciation.

Year	Net Cash flow Rs.
1	7,000
2	7,000
3	7,000
4	7,000
5	7,000
6	8,000
7	10,000

Year	Net Cash flow Rs.
8	15,000
9	10,000
10	4,000

Using 10% as the cost of capital determine the following Net Present value at 10% discount factor.

Or

- (b) Explain the importance of Capital Budgeting.
19. (a) The earnings per share of company are Rs. 8 and the rate of capitalization applicable to the company is 10%. The company has before it an option of adopting a payout ratio of 25%. Using walter model formula of dividend payout, compute the market value of the company share if the productivity of retained earnings is
- 15%
 - 10% and
 - 5%.

Or

- (b) Discuss the different types of dividend policy.

20. (a) Briefly explain the Determinants of Working Capital.

Or

(b) Write an essay about the various techniques in inventory management.

(6 pages)

Reg. No. :

Code No. : 10418 E Sub. Code : AMBA 52

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

ENTREPRENEURSHIP DEVELOPMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Knowledge + Skill + Traits = _____.
(a) Innovation (b) Skill
(c) Competency (d) Creativity
2. Social attitude is one of the important problems of a _____ Entrepreneur.
(a) Drone (b) Business
(c) Women (d) Adoptive

3. The MSME Development Act came into force in _____.
(a) 2005 (b) 2006
(c) 2010 (d) 2001
4. _____ phase involves assessment as to how far the objectives of EDP are achieved.
(a) Post - Training (b) Training
(c) Pre - Training (d) All the above
5. _____ can be defined as a specifically evolved work plan to achieve a specific objective within a specific period of time.
(a) Idea generation
(b) Opportunity Scanning
(c) Project
(d) Strategy
6. The main objective of preparing a project report is _____.
(a) to appraise a project and lend
(b) to anticipate future problems and solve them
(c) to assess the cost source of finance
(d) all of the above

7. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) was set up by Government of India and which of the following bank
- (a) RBI (b) NABARD
(c) SIDBI (d) MUDRA
8. The MUDRA banks were set up under the _____ scheme and it will provide its services to small entrepreneurs outside the services area of regular banks, by using last miles agents.
- (a) Jan-Gana Yojana
(b) Atalbihari Vitta Yojana
(c) Pradhan Mantri MUDRA Yojana
(d) None of these
9. Capital investment subsidy was introduced in _____.
- (a) 1973 (b) 1971
(c) 1972 (d) 1970
10. The initial capital that is required to obtain loans from the financial institutions is called _____.
- (a) Seed capital (b) Incentive
(c) Subsidy (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) Describe the types of Entrepreneurs.
- Or
- (b) Explain the difference between Entrepreneur and Manager.
12. (a) Explain the objectives of EDP.
- Or
- (b) Write short note on "SIDCO".
13. (a) Determine the objectives of Business plan.
- Or
- (b) Discuss the features of Capital budgeting.
14. (a) What is Venture Capital? Explain its Characteristics.
- Or
- (b) Write short notes on "PMRY".

15. (a) Explain the main causes for Sickness of small business units.

Or

(b) What are the rehabilitation measures in small business?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What is Entrepreneurship? Distinguish between Entrepreneur and Entrepreneurship.

Or

(b) Discuss the concept of Entrepreneurship.

17. (a) Discuss the various phases of EDP.

Or

(b) Explain the functions of DIC.

18. (a) Elaborate the different sources of product for business ideas.

Or

(b) Describe the contents of a Project report.

Page 5 Code No. : 10418 E

19. (a) Distinguish between Angel investors and venture capitalists.

Or

(b) Explain the need for institutional support to small industries.

20. (a) Identify the five steps to effective monitoring and evaluation of small business.

Or

(b) Case study :

Sheila has a degree in robotics and she loves to design products. She started her career in robotics which uses high end technology in all her products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.

Identify the concept and explain the steps in its process.

Page 6 Code No. : 10418 E

Code No. : 10419 E Sub. Code : AMBA 53

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

MANAGEMENT INFORMATION SYSTEM

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

To become an effective MIS department must state its _____.

- (a) Objective (b) Goals
- (c) Mission (d) Profit

The human order take can be bypassed when using a(n) _____.

- (a) Office automation system
- (b) Management information
- (c) Transaction processing system
- (d) Decision support system

_____ is the process of recording, classifying and summarizing the financial activities of an organization.

- (a) Planning (b) Managerial
- (c) Accounting (d) Diagnosis

The _____ management consists of recruit, placement and development of employees.

- (a) Marketing (b) Finance
- (c) Payroll (d) Human resource

Choose the incorrect property of the data warehouse

- (a) Volatile
- (b) Time variant
- (c) Subject-oriented
- (d) Collection from heterogeneous sources

- 2. The major drawbacks in decision making by MIS is difficult due _____ for business problems.
 - (a) Rules (b) Structure
 - (c) Conditions (d) Strategy
- 3. The _____ system is used to serve the operational level of an organization.
 - (a) Transaction (b) Information
 - (c) Data (d) Executive
- 4. Meaningful set of data are _____.
 - (a) Data set (b) Details
 - (c) Information (d) All the above
- 5. Decision support system usually _____.
 - (a) Serve managers interested in Weekly, monthly and yearly results, not day-to-day activities
 - (b) Help managers make decisions that are unique, rapidly changing, and not easily specified in advance
 - (c) Provide managers with a generalized computing and telecommunications capacity that can be applied to changing array of problems
 - (d) Perform and record the daily routine transactions necessary to the conduct of business

Page 2 Code No. : 10419 E

- 10. CRM is about _____.
 - (a) Acquiring the right customer
 - (b) Motivating employees
 - (c) Instituting the best processes
 - (d) All 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) How are feedback and control more useful in the system concept?
Or
(b) Write down the limitations of MIS.
- 12. (a) What are the functions of management? Explain.
Or
(b) Define : Information. What are the attributes of information? Explain.
- 13. (a) Compare MIS and DSS.
Or
(b) Describe the capabilities of executive support system.

14. (a) What are the important functions financial information system?

Or

(b) Explain various inputs and outputs of marketing information system and their usefulness.

15. (a) What is CRM? Explain the benefits and challenges of CRM.

Or

(b) Define Artificial intelligence. Explain the various applications of artificial intelligence.

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 structure of MIS based on physical components.

Or

(b) What are the major levels of management found in an enterprise? Comment briefly on the main functions performed at various levels of management.

Page 5 Code No. : 10419 E

17. (a) Discuss the different levels of management.

Or

(b) Explain the process of generation of information.

18. (a) What is an expert system? Explain the benefits of expert system.

Or

(b) Discuss the roles and activities involved in information system.

19. (a) Discuss about the functional areas of human resources.

Or

(b) Explain the security issues relating to information system.

20. (a) What is cloud computing? Explain pros and cons of cloud computing.

Or

(b) What is super beam? Discuss.

Page 6 Code No. : 10419 E

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fifth Semester

Business Administration – Core

INTRODUCTION TO BUSINESS ANALYTICS

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ analytics provides insight into the past by describing or summarizing data.
 - (a) Diagnostic
 - (b) Predictive
 - (c) Descriptive
 - (d) Prescriptive

5. A subset of a sample space and probability is usually calculated with respect to an event is
 - (a) Sample space
 - (b) Random experiment
 - (c) Event
 - (d) Relative Frequency
6. _____ parameter defines the range of the continuous distribution.
 - (a) Scale
 - (b) Shape
 - (c) Location
 - (d) Interval
7. LP model is based on the assumptions of _____
 - (a) Proportionality
 - (b) Additivity
 - (c) Certainty
 - (d) All of the above
8. The set of solutions to the problem that satisfies all the constraints is
 - (a) Binding constraints
 - (b) Non-binding constraint
 - (c) Slack variable
 - (d) Feasible region
9. The measurement of data, the collection of information, analysis and reporting of Internet data for the purposes of optimizing and understanding web usage is _____.
 - (a) Big data
 - (b) Web analytics
 - (c) Social analytics
 - (d) Data analytics

2. _____ using facts, metrics and data to guide strategic business decisions that aligns with your goals, objectives and initiatives.
 - (a) Decision making process
 - (b) Business analytics
 - (c) Data analysis
 - (d) Data-driven decision-making
3. _____ is the process of organizing data into categories that make it easy to retrieve, sort and store for future use.
 - (a) Data visualization
 - (b) Data classification
 - (c) Data quality
 - (d) Data coding
4. _____ is widely used today for protecting data in transit in a variety of applications such as data transfer on the Internet and on cellular phone networks.
 - (a) Encryption
 - (b) Data mining
 - (c) Internet Security
 - (d) Architectural security

10. _____ is the size of the data that an organization holds.
 - (a) Volume
 - (b) Velocity
 - (c) Variety
 - (d) Veracity

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 types of business analytics.

Or

 (b) Discuss the steps of data driven decision making.
12. (a) Bring out the importance of Data quality.

Or

 (b) Bring out the main part of the Histogram.
13. (a) Discuss the various terminologies in probability theory.

Or

 (b) State the properties of Normal Distribution.

14. (a) List some of prescriptive analytics problems.

Or

(b) Explain the steps are used in graphical method.

15. (a) What is the financial analytics? State its importance.

Or

(b) Discuss the need of social media analytics.

PART C — (5 × 8 = 40 marks)

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

16. (a) Why is Predictive Analytics Important?

Or

(b) Enumerate the framework for data-driven decision making.

17. (a) Discuss the various methods handling the missing data has been developed.

Or

(b) Explain the various charts used in visualization of data.

Page 5 Code No. : 10420 E

18. (a) Discuss the three axioms of probability.

Or

(b) Briefly explain various forms of Binomial Distribution.

19. (a) Explain the Linear Programming Problem (Lpp) Terminologies.

Or

(b) Discuss the steps in formulating a problem as Linear Programming Problem (LPP).

20. (a) Discuss the advantages and disadvantages of Marketing Analytics.

Or

(b) Explain the Tools used in big data analytics.

Page 6 Code No. : 10420 E

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Shipping and Logistics Management — Core

INTRODUCTION TO SHIPPING

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Why sea transportation is important for the international trade

- (a) low cost
- (b) economical
- (c) efficient
- (d) all the above

Who creates the port state control?

- (a) port state control officer
- (b) inspector
- (c) captain
- (d) officers

Ship builder called

- (a) shipwrights
- (b) captain
- (c) owner
- (d) none of the above

The contract may take the form of, or be evidenced by a document such as

- (a) sea waybill
- (b) a bill of lading
- (c) multi-modal transport document
- (d) all the above

FOB contract?

- (a) Free on board
- (b) Free on book
- (c) Free on bought
- (d) None of the above

- 3. The tonnage certificate reflects the result of the measurement of the volume of the ship
 - (a) gross tonnage
 - (b) net tonnage
 - (c) space
 - (d) all the above
- 4. In which a ship is chartered for a one-way voyage between specified ports, with a specified cargo at a negotiated rate of freight, is most common
 - (a) voyage charter
 - (b) time charter
 - (c) demise charter
 - (d) none of the above
- 5. Classification of oil tanker
 - (a) size
 - (b) classification
 - (c) height and weight
 - (d) all the above
- 6. Ro-Ro cargo ship
 - (a) roll on roll off
 - (b) roll in and out
 - (c) route 1 and 2
 - (d) none of the above
- 7. What does maritime mean in geography?
 - (a) relating to navigation
 - (b) shipping
 - (c) seafaring
 - (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 is ESP in shipping?
Or
(b) What is the differences between flag state and port state?
- 12. (a) What is the most common type of chartering in shipping?
Or
(b) What is charter form?
- 13. (a) Why are ships called liners?
Or
(b) What is containerization?
- 14. (a) What is the objectives of ship management?
Or
(b) What is port geography?

15. (a) What is maritime law tort?

Or

(b) What exchange rate system does India use?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the ten main types of ships?

Or

(b) Discuss the scope of shipping business.

17. (a) Explain chartering negotiations.

Or

(b) What are seven types of cargo ships?

18. (a) Explain the purpose of containerization.

Or

(b) What are the terms of the bill of lading?

19. (a) Why is geography important in maritime industry?

Or

(b) Why are ports known as gateways of international trade?

Page 5 Code No. : 20748 E

20. (a) What is the purpose of maritime law in the shipping industry?

Or

(b) What is the differences between hague visby and hamburg rules?

Page 6 Code No. : 20748 E

Reg. No. :

Code No. : 20751 E Sub. Code : AMSL 44

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Shipping and Logistics Management — Core

HUMAN RESOURCE MANAGEMENT

For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Collection of information relating to various aspects of the job is

- a) Job description
- b) Job specification
- c) Job analysis
- d) Job evaluation

Training considering participants abilities and aptitude consider

- (a) Individual differences
- (b) Group difference
- (c) Uniqueness
- (d) Reinforcement

Pay scales adjusting to cost of living has _____ clause.

- (a) Escalation
- (b) Profitability
- (c) Productivity
- (d) Bargaining

Incentive plans providing equal chance for fast and slow workers to reduce dissatisfaction is called _____

- (a) Simplicity
- (b) Equitability
- (c) Flexibility
- (d) Adequacy

Discipline that forces to obey orders or suffer penalty is called

- (a) Positive
- (b) Self imposed
- (c) Negative
- (d) Reinforcement

In solving conflict, when group yield for a concession it is called

- (a) Conflict smoothing
- (b) Conflict defusion
- (c) Conflict compromise
- (d) Ignoring conflict

2. Process of imparting technical and operating skills is called

- (a) Development
- (b) Training
- (c) Outsourcing
- (d) Competency mapping

3. Use of comprehensive data for man hours is called

- (a) work standards data
- (b) man hours data
- (c) work study data
- (d) predictive data

4. Applications received without any effort of the organization is

- (a) Formal application
- (b) Solicited application
- (c) Unsolicited application
- (d) Weighted application

5. Determining the relative worth of the job is called

- (a) Job specification
- (b) Job evaluation
- (c) Job design
- (d) Job analysis

Page 2 Code No. : 20751 E

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Distinguish 'Personnel management' and 'Human resource management'.

Or

(b) Spell out the objectives of human resource management.

12. (a) Specify the need for manpower planning.

Or

(b) Why induction is important?

13. (a) Illustrate the principles of training.

Or

(b) Brief the techniques for imparting decision making skills.

14. (a) Briefly the elements of quality of work life.

Or

(b) Narrate the methods of paying compensation with pros and cons.

15. (a) Illustrate the types of conflict.

Or

(b) Spell out the essentials of a good grievance procedure.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Illustrate the challenges faced by human resource management.

Or

(b) Explain the functions of human resource management.

17. (a) Spell out the steps in man power planning.

Or

(b) Evaluate the external sources of recruitment with pros and cons.

18. (a) Discuss the types of transfers and when they are given.

Or

(b) Illustrate the methods of training.

Page 5 Code No. : 20751 E

19. (a) Detail the methods of doing job evaluation.

Or

(b) Spell out the coping mechanisms to overcome stress.

20. (a) Develop a grievance handling procedure.

Or

(b) Elaborate the methods of worker participation in management.

Page 6 Code No. : 20751 E

Reg. No. :

Code No. : 20736 E Sub. Code : ANBA 41

CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Business Administration

Major Elective — ENTREPRENEURSHIP

For those who joined in July 2020 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

An individual who initiates, creates and manages a new business can be called _____

- a) A leader (b) A manager
- c) A professional (d) An entrepreneur

Entrepreneurship can be very challenging. Which is not a typical challenge of being an entrepreneur?

- a) Loneliness
- b) Financial reward
- c) Long working hours
- d) Financial insecurity

To provide financial assistance to entrepreneurs the government has set up a number of _____

- (a) financial advisors
- (b) financial intermediaries
- (c) industrial estates
- (d) financial institutions

_____ is a form of financing especially for funding high technology, high risk and perceived high reward projects.

- (a) Fixed capital (b) Working capital
- (c) Seed capital (d) Venture capital

A _____ is accomplished by performing a set of activities.

- (a) Product or service
- (b) Programme
- (c) Procedure
- (d) Project

Project management consists of the following stage(s)

- (a) Project planning
- (b) Project scheduling
- (c) Project implementation, controlling and monitoring
- (d) All of the above

3. Which of these actions of an entrepreneur will most likely result in creative destruction?

- (a) Developing innovative products
- (b) Appointing right man for the right job
- (c) Issuing shares to individuals and institutions
- (d) Lowering prices of your product or service

4. An entrepreneur who introduces new ideas, methods of production and discovers new markets is called as

- (a) Technical entrepreneur
- (b) Novice entrepreneur
- (c) Innovative entrepreneur
- (d) Intrapreneur

5. The idea generation process of entrepreneurship are _____

- (a) germination (b) preparation
- (c) incubation (d) all of these

6. A business opportunity is an idea, plus _____

- (a) it is attractive to suppliers
- (b) it may have marginal performance in your business environment
- (c) it has a limitless window of time to work within
- (d) it is attractive to customers and will work in your business environment

Page 2 Code No. : 20736 E

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Differentiate between entrepreneur and entrepreneurship.

Or

(b) Explain any two advantages of being an entrepreneur.

12. (a) Who is an intrapreneur? Explain.

Or

(b) Explain types of entrepreneurs on the basis of use of technology.

13. (a) Write a note on focus groups.

Or

(b) What is a business opportunity? Explain.

14. (a) How would you describe the typical angel investor?

Or

(b) Write a note on venture capital.

15. (a) Explain the brief the meaning of project.
Or
(b) How a project report is useful for the financial institutions?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Trace the evolution of entrepreneurship in India.
Or
(b) Explain the benefits of entrepreneurship to an economy.
17. (a) List and explain the attributes of an entrepreneur.
Or
(b) Explain the differences between entrepreneur and manager.
18. (a) Discuss the process of generation of ideas.
Or
(b) Explain the challenges in assessing opportunities.

Page 5 Code No. : 20736 E

19. (a) Explain the benefits and drawbacks of equity financing.

Or

- (b) List and explain the sources of capital available for entrepreneur.

20. (a) Explain in detail the elements of project report.

Or

- (b) What do you mean by project identification? Discuss the process involved in project identification.
-

Page 6 Code No. : 20736 E

Pages)

Reg. No. :

Code No. : 20755 E Sub. Code : ASSL 41

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Shipping and Logistics Management

Skill Based Subject — RESEARCH METHODOLOGY

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

On what basis did Jean Piaget give his theory of cognitive development of humans?

- (a) Evaluation research
- (b) Fundamental research
- (c) Applied research
- (d) Action research

Usually which type of questions is asked during interviews?

- (a) Close-ended
- (b) Natural
- (c) Open-ended
- (d) Puzzling

Selecting sample units in just a “hit and miss” fashion is called _____

- (a) Purposive sampling
- (b) Accidental sampling
- (c) Stratified sampling
- (d) Systematic sampling

Why is data analysis concerned with data reduction?

- (a) Because for too much data is collected than is required
- (b) Because we need to make sense of the data
- (c) Because of the repetitions in answers to questionnaires
- (d) Because the sample size has been exceeded

- 2. Which one among the following is the most comprehensive source of population data?
 - (a) Census
 - (b) National sample surveys
 - (c) Demographic health surveys
 - (d) National family health surveys
- 3. What are those conditions where a research problem is not viable?
 - (a) It is new and adds something to knowledge
 - (b) It can be researched
 - (c) It has utility and relevance
 - (d) It contains dependent and independent variables
- 4. Which one among the following statement is true in the context of the testing of hypotheses?
 - (a) It is only the alternative hypotheses that can be tested
 - (b) It is only the null hypotheses that can be tested
 - (c) Both the alternative and the null hypotheses can be tested
 - (d) Both the alternative and the null hypotheses cannot be tested

Page 2 Code No. : 20755 E

8. In SPSS, what is the “data viewer”?

- (a) A table summarizing the frequencies of data for on variable
- (b) A spreadsheet into which data can be entered
- (c) A dialog box that allows you to choose a statistical test
- (d) A screen in which variables can be defined and labeled

9. The first page of the research report is _____

- (a) Appendix
- (b) Bibliography
- (c) Index
- (d) Title page

10. At the end of the report, _____ should be enlisted in respect of all technical data such as questionnaires, sample information, mathematical derivations and the like ones.

- (a) Annexures
- (b) Appendices
- (c) Bibliography
- (d) Summary

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 objectives of the research?
- Or
- (b) Describe the characteristics of ex post facto research.
12. (a) Discuss the importance of hypothesis.
- Or
- (b) Explain the identifying research gaps.
13. (a) Explain the various methods of research interviews.
- Or
- (b) Discuss the various steps in pretesting.
14. (a) What are the process of data analysis?
- Or
- (b) Explain the importance are of SPSS in the filed of social research work.

Page 5 Code No. : 20755 E

15. (a) Discuss the conventional rules of writing style in a research paper.

Or

- (b) Distinguish between a bibliography and references.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Distinguish between exploratory research and descriptive research.
- Or
- (b) Elaborate the different types of case studies in research methodology.
17. (a) Enumerate the developing research questions, hypotheses and objectives for research studies.
- Or
- (b) Elaborate the various steps in developing a research design.

Page 6 Code No. : 20755 E

18. (a) Describe the different tools for data collection.

Or

- (b) Elaborate the different techniques of scale construction.

19. (a) Elucidate the data analysis tools available in the market.

Or

- (b) Enumerate the different types of non-parametric test.

20. (a) Describe the different types of research reports.

Or

- (b) Enumerate the writing style in research reporting.

Page 7 Code No. : 20755 E

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Find the distance between A(4, -3) and B(-2, 5)

- (a) 11 (b) 9
(c) 10 (d) 8

The second order condition for y being a maximum is

- (a) $\frac{dy}{dx} = 0$ and $\frac{d^2y}{dx^2} < 0$
(b) $\frac{dy}{dx} = 0$ and $\frac{d^2y}{dx^2} > 0$
(c) $\frac{d^2y}{dx^2} < 0$
(d) $\frac{d^2y}{dx^2} > 0$

$\int a^x dx =$ _____

- (a) $\frac{a^{x+1}}{x+1} + c$ (b) $a^x + c$
(c) $\frac{a^x}{\log a} + c$ (d) none of them

The product of the matrices $\begin{bmatrix} 7 & 5 & 3 \end{bmatrix}$ $\begin{bmatrix} 7 \\ 3 \\ 2 \end{bmatrix}$ is _____

- (a) [15] (b) [25]
(c) [49] (d) [70]

2. Find the equation of the straight line with a slope of 3 and a Y - intercept of 1 _____.
- (a) $3X + Y - 1 = 0$ (b) $3X - Y + 1 = 0$
(c) $X + 3Y + 1 = 0$ (d) $X - 3Y - 1 = 0$
3. If $A = \{2, 7, 3\}$ and $B = \{4, 5\}$, $A \cup B =$
- (a) $\{2, 7, 3\}$ (b) $\{4, 5\}$
(c) \cup (d) $\{2, 3, 4, 5, 7\}$
4. $A = \{0\}$ is
- (a) an universal set (b) an infinite set
(c) a singleton set (d) a null set
5. The second derivative of $y = x^n$ is _____
- (a) nx^{n+1} (b) nx^{n-1}
(c) $n(n-1)x^{n-2}$ (d) n^2x^{n-2}
6. The derivative of $f(x) = 99x$ at $x = 100$ is _____
- (a) 99 (b) 9900
(c) 0 (d) 100

10. A matrix which has only one column is
- (a) a row matrix
(b) a column matrix
(c) a rectangular matrix
(d) a square matrix

PART B — (5 × 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 passing through the point (2, -3), having the slope $-5/4$.
- Or
- (b) Find the point of intersection of the lines $5x + 2y = 11$ and $x - 3y = 9$.
12. (a) Explain the methods of description of sets.
- Or
- (b) If $A = \{1, 2, 4, 6, 8\}$, $B = \{2, 3, 4, 5, 6\}$, $C = \{3, 6, 9, 12, 5\}$ find $A - B$, $B - C$ and $C - A$.

13. (a) Find the differential co-efficient of $x^2 + x^3$ with respect to x .

Or

- (b) Find the elasticity if the demand curve is given by $qp^n = c$ where c, n are constants.

14. (a) Evaluate $\int_0^2 e^{2x} dx$.

Or

- (b) Explain the concept of consumer's surplus.

15. (a) If $A = \begin{bmatrix} 2 & 3 \\ -1 & 1 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 0 & 2 \\ -2 & 3 & 1 \end{bmatrix}$ find

 AB .

Or

- (b) Find the rank of $\begin{bmatrix} -2 & 1 & 3 & 4 \\ 0 & 1 & 1 & 2 \\ 1 & 3 & 4 & 7 \end{bmatrix}$.

Page 5 Code No. : 20801 E

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

Each answer should not exceed 600 words.

16. (a) Find the equation of the straight line through the intersection of $2x - 3y + 4 = 0$ and $3x + 4y - 5 = 0$ and parallel to $6x - 7y + 8 = 0$.

Or

- (b) A company estimates that when its sales is Rs. 60,000, its variable expense will be Rs. 30,000 for a fixed expense of Rs. 10,000. Find the break-even point. What is the profit when sales is Rs. 50,000?

17. (a) What are the types of sets? Illustratively Explain them.

Or

- (b) In a certain city, 3 daily newspapers, the 'Times', the 'Express' and the 'Daily' are mainly read. 42% of the literates from the city read 'Times', 51% read 'Express' 68% read 'Daily', 33% read both 'Times' and 'Express' 28% read both 'Express' and 'Daily', 36% read both 'Daily' and 'Times' and 8% read none of these papers.

Find the percentage of people who read all the three news papers.

Page 6 Code No. : 20801 E

18. (a) Prove that $\frac{d}{dx} \left(\frac{u}{v} \right) = \frac{v \frac{du}{dx} - u \frac{dv}{dx}}{v^2}$ where u and v are functions of x .

Or

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

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

Or

- (b) Find the producer's surplus for the supply function $y = x^2 + x + 2$ (where y is the price, x the quantity supplied) when $x_0 = 6$.

20. (a) $A = \begin{bmatrix} 4 & -1 & 0 \\ -3 & 5 & -6 \\ 2 & -7 & 8 \end{bmatrix}$ $B = \begin{bmatrix} -1 & 0 & 1 \\ 5 & -2 & 2 \\ 3 & 4 & 3 \end{bmatrix}$

A and B are 3×3 matrices. There for $A + B$ and $A - B$ are also 3×3 matrices.

Or

Page 7 Code No. : 20801 E

- (b) Find the rank of $\begin{bmatrix} 1 & -2 & 0 & 1 \\ 2 & -1 & 1 & 0 \\ 3 & -3 & 1 & 1 \\ -1 & -1 & -1 & 1 \end{bmatrix}$.

Page 8 Code No. : 20801 E

Reg. No. :

Code No. : 10555 E Sub. Code : CMBA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration — Core

FINANCIAL ACCOUNTING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The main purpose of financial accounting is?
 - (a) To provide financial information to shareholders
 - (b) To maintain balance sheet
 - (c) To minimize taxes
 - (d) To keep track of liabilities

2. Bookkeeping mainly consists of _____ part of the accounting process.
- (a) Auditing the books of accounts
 - (b) Recording financial information
 - (c) Preparing financial statements
 - (d) Analysing
3. The account that records expenses, gains and losses is called _____
- (a) Nominal account (b) Personal account
 - (c) Real account (d) None of the above
4. The process of entering all transactions from the journal to the ledger is called _____
- (a) Accounting (b) Posting
 - (c) Entry (d) None of the above
5. Purchases book is used to record
- (a) All purchases of goods
 - (b) All credit purchases
 - (c) All credit purchases of goods
 - (d) All credit purchases of assets other than good

6. What is the primary purpose of a cashbook?
- (a) It records receipts and payments of cash
 - (b) It records payments of cash
 - (c) It records receipts of each
 - (d) It helps to compute the profit and loss of a business
7. Organise the order of the process of final accounting
- (a) Final accounts, journal, ledger
 - (b) Ledger, journal final accounts
 - (c) Journal, ledger, final accounts
 - (d) They do not have an order
8. A balance sheet
- (a) tabulates the assets and liabilities of the company on a date
 - (b) shows assets and liabilities of a company
 - (c) indicates the growth rate of the company
 - (d) both (a) and (b)
9. The depreciation remains constant according to which method?
- (a) sum of years digit (b) units of production
 - (c) declining balance (d) straight line method

10. What is scrap value?

- (a) The combined cost of purchase and installation of an asset can be depreciated minus its salvage value
- (b) The worth of a physical asset's components when the asset itself is deemed no longer usable
- (c) Represents the value of a company according to the stock market
- (d) The estimated resale value of an asset at the end of its useful life

PART B — (5 × 5 = 25 marks)

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

11. (a) State the nature of accounting.

Or

(b) Describe the need for accounting.

12. (a) Distinguish between journal and ledger.

Or

(b) Prepare trial balance from the following :

Particulars	Rs.	Particulars	Rs.
Capital	9,000	Rent outstanding	1,000
Plant and machinery	12,000	Opening stock	2,000

Page 4 Code No. : 10555 E

Particulars	Rs.	Particulars	Rs.
Purchases	8,000	Sales returns	4,000
Sales	12,000	Investments	14,000
Sundry creditors	8,000	Debtors	12,000
Bank loan	22,000		

13. (a) Prepare a day book and an invoice book from the following particulars :

2010

- July 1 Purchased 40 carpets from M/s. Vimal & Co. at Rs. 35 each
- 8 Sold 10 carpets to Raghul at Rs. 42 each
- 14 Purchased from Palani trading Co. 24 carpets at Rs. 60 each
- 20 Purchased 14 carpets from Mumbai trading Co, at Rs. 23 each
- 22 Sold for each 25 carpets at Rs. 46 each
- 30 Purchased for each 8 carpets at Rs. 10 each
- 31 Sold to M/s. Rubi & Co, 14 carpets at Rs. 52 each

Or

- (b) Shobhana maintains a two columnar cash book which she balances every week.

2009		Rs.
March	25 Her cash book showed balance of	6,900
	26 Paid cash to Kailash	1,428
	Discount received	72
	29 Paid salaries	5,025
	30 Cash sales	11,370
	30 Withdraw cash for private expenses	1,020
	31 Received as compensation from railway authority	4,380
	Received cash from Shanthi Lal	3,975
	Allowed him discount	75

Prepare the double entry system.

14. (a) Give the format of manufacturing account.

Or

- (b) From the information given below prepare trading account.

Opening stock	1,00,000
Purchases	1,50,000
Purchase return	25,000
Direct expenses	10,000
Carriage inwards	5,000
Sales	4,00,000
Closing stock	50,000

15. (a) Justify the causes of depreciation.

Or

- (b) A company purchased a plant for Rs. 50,000. The useful life of the plant is 10 years and the residual value is Rs. 10,000. Find out the rate of depreciation under the straight line method.

PART C — (5 × 8 = 40 marks)

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

16. (a) Construct the concepts of accounting.

Or

- (b) Illustrate the accounting standard in India.

17. (a) Prepare the journal and post them into ledger from the following transactions :

- Kumali became insolvent. A first and final payment of 60 paise in a rupee was received from his official receiver. He owed a debt of Rs. 500
- Received cash for a bad debt written off last year Rs. 250
- Rent due to landlord Rs. 400
- Depreciation on office furniture Rs. 50
- Salaries due to clerks Rs. 2,000.

Or

(b) Prepare a trial balance for Shining brothers Pvt., Ltd., at March 31st, 2017?

Particulars	Rs.	Particulars	Rs.	Particulars	Rs.
Bank loan	14,000	Insurance	7,300	Equipments	40,000
Marketable security	6,500	Owner's investments	95,000	Maintenance	5,000
Bill payable	1,000	Rent	400	Miscellaneous	4,800
Unearned revenue	3,500	Acc. dep.—equip.	14,000	Accrued exp.	1,500
Debtors	12,000	Accrued revenue	15,000	Dep.exp. equip.	2,000
Outstanding salaries	2,500	Machinery	25,000	Unexpired insurance	8,500
Prepaid rent	2,000	Drawings	3,500	Vendor's payables	500

18. (a) Prepare a simple cash book from the following information.

2011
Jan

1. Mr. Ashvin started business with cash Rs. 95,000
3. Purchased furniture for office use Rs. 17,500
4. Purchased goods worth Rs. 11,000
7. Purchased machinery for Rs. 15,000
10. Sold goods of Rs. 14,300 to Sanket traders for cash
13. Received from Suyash Rs. 9,000

Page 8 Code No. : 10555 E

2011
Jan

15. Withdrew Rs. 2,500 from business for personal use
19. Borrowed loan from Mr. Trilok Rs. 40,000
22. Purchased goods of Rs. 14,000 at 5% trade discount
26. Paid salary to staff Rs. 18,000
29. Paid carriage o goods purchased Rs. 1,400
30. Paid electricity bill Rs. 4,980
31. Deposited into bank Rs. 7,000

Or

(b) Enter the following transaction in a double column cash book of M/s Mohit traders for January 2010.

1	Cash in hand	3,500
2	Bank overdraft	2,300
3	Goods purchased for cash	1,200
5	Paid wages	200
10	Cash sales	8,000
15	Deposited into bank	6,000
22	Sold goods for cheque which was deposited into bank same day	2,000
25	Paid rent by cheque	1,200
28	Drew from bank for personal use	1,800
31	Bought goods by cheque	1,000

Page 9 Code No. : 10555 E

19. (a) From the following trial balance, prepare profit and loss A/c for the year ended 31.12.2011 and a balance sheet as on that date

Trial balance			
Purchases	11,870	Capital	8,000
Debtors	7,580	Bad debts recovered	250
Return inwards	450	Creditors	1,250
Bank deposit	2,750	Return outwards	350
Rent	360	Bank overdraft	1,570
Salaries	850	Sales	14,690
Travelling expenses	300	Bills payable	1,350
Cash	210		
Stock	2,450		
Discount allowed	40		
Drawings	600		
	<u>27,460</u>		<u>27,460</u>

Adjustment :

- (i) The closing stock on 31.12.2011 was Rs. 4,200
- (ii) Write off Rs. 80 as bad debts and create a reserve for bad debts at 5% on sundry debtors
- (iii) Gross profit Rs. 4,470
- (iv) Three months rent is outstanding.

Or

Page 10 Code No. : 10555 E

- (b) From the following trial balance of Raghul, prepare trading and profit and loss account for the year ended December 31st 2013 and a balance sheet as on that date :

Trial balance		
Particulars	Dr. (Rs.)	Cr. Rs.
Capital		40,000
Sales		25,000
Purchases	15,000	
Salaries	2,000	
Rent	1,500	
Insurance	300	
Drawings	5,000	
Machinery	28,000	
Bank balance	4,500	
Cash	2,000	
Stock 1.1.2013	5,200	
Debtors	2,500	
Creditors		1,000
Total	<u>66,000</u>	<u>66,000</u>

Adjustments required :

- (i) Stock on 31.12.2013 Rs. 4,900
- (ii) Salaries unpaid Rs. 300
- (iii) Rent paid in advance Rs. 200
- (iv) Insurance prepaid Rs. 90

Page 11 Code No. : 10555 E

20. (a) Summarize the methods of depreciation.

Or

(b) On 1st January 2016, machinery was purchased for Rs. 2,50,000. On 1st June, 2017 additions were made by purchasing a machinery for Rs. 50,000. On 1st March 2018, another machinery was purchased for Rs. 32,000. On 30th June 2019, machinery of the original value of Rs. 40,000 on 1-1-2016 was sold for Rs. 30,000. Depreciation is charged at 10% on original cost. Show the machinery account for the years 2016 to 2019 closing the accounts on 31st December each year.

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration — Core

ORGANIZATIONAL BEHAVIOUR

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Organization is made up of
(a) its individual members
(b) isolation
(c) part of a group
(d) all the above

7. Which of the following is not a characteristic of an organization culture?
(a) shared values (b) risk-taking
(c) team building (d) stability

8. _____ makes a rebellion.
(a) High individual culture
(b) Low socialization
(c) Both (a) and (b)
(d) None of these

9. The process of breaking down the old attitudes and behaviours, customs and traditions they start with a clean state is called _____.
(a) changing (b) unfreezing
(c) refreezing (d) identification

10. _____ may be referred as a strategy of planned change aiming at organizational improvement.
(a) Organizational value
(b) Organizational behaviour
(c) Organizational culture
(d) Organizational development

2. Which among the following is not comes under scope of organizational behaviour
(a) people (b) structure
(c) human tool (d) process

3. _____ formulated a theory to the understanding of motivation.
(a) MC chelland (b) Maslow
(c) Herzberg (d) MC gregor

4. The concept of classical conditioning was developed by
(a) Skinner (b) Robbins
(c) Pavlov (d) Tolman

5. Stages of group development includes
(a) forming (b) norming
(c) performing (d) all the above

6. Which among the following is not comes under goal conflict?
(a) approach - approach
(b) approach - avoidance
(c) ambiguity - avoidance
(d) avoidance - avoidance

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 nature of organizational behaviour.

Or

(b) What are the different types of models in OB?

12. (a) Describe process of perception.

Or

(b) Explain theories of learning.

13. (a) What are the advantages and disadvantages of informal group?

Or

(b) What are the causes of interpersonal conflict?

14. (a) Explain the term (i) measuring culture (ii) communicating culture.

Or

(b) Discuss about learning culture.

15. (a) What are the different kinds of organizational change?

Or

(b) Describe resistance in organizational change.

PART C — (5 × 8 = 40 marks)

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

16. (a) What are the need and scope of organizational behaviour?

Or

(b) Describe the challenges and opportunities of organizational behaviour.

17. (a) Discuss about theories of motivation.

Or

(b) What are the important strategies for improving perception?

18. (a) Write short notes on :

(i) group norms

(ii) group cohesiveness

(iii) group decision making.

Or

(b) Define the term conflict. What are the levels of conflict?

Page 5 Code No. : 10556 E

19. (a) What are the characteristic of organizational culture?

Or

(b) Describe the functions of organizational culture.

20. (a) Discuss OD intervention techniques.

Or

(b) Write short notes on :

(i) features of organization development

(ii) goals of organization development.

Page 6 Code No. : 10556 E

Reg. No. :

Code No. : 20548 E Sub. Code : SEBA 6 A

CBCS) DEGREE EXAMINATION, APRIL 2022

Sixth Semester

Business Administration

Major Elective — ENTREPRENEURSHIP

For those who joined in July 2017 onwards)

Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

Entrepreneurship can best be described as

- A process that requires setting up a business
- Taking a significant risk in a business context
- Having a strong vision
- A process involving innovation, new products or services, and value creation

To provide financial assistance to entrepreneurs the government has set up a number of

- Financial advisors
- Financial intermediaries
- Industrial estates
- Financial institutions

The financial assistance to small business provided by the small business administration takes the form of

- Direct loans
- Guidance in locating lenders
- Loan guarantees
- Assistance in filling out paperwork

_____ is used to accomplish the project economically in the minimum available time with limited resources.

- Project scheduling
- Network analysis
- Budget analysis
- Critical planning

Which of the following is not a main element of the project management process?

- Estimation
- Schedule
- Monitor
- Systems design

2. Entrepreneurial development is the key to achieve all-round _____ through acceleration of industrial and entrepreneurial activities.

- Economic development
- Increase in profits
- Shareholders values
- Business development

3. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

- Venture capitalist
- Entrepreneur
- Businessman
- Buyer

4. A new venture's business plan is important because _____

- It helps to persuade others to commit funding to the venture
- Can help demonstrate the viability of the venture
- Provides a guide for business activities by defining objectives
- All the above

Page 2 Code No. : 20548 E

9. _____ is conducted to determine whether a proposed business has sufficient management expertise, organizational competence, and resources to successfully launch its business.

- A marketing plan
- Financial feasibility analysis
- Industry/market feasibility analysis
- Organizational feasibility analysis

10. _____ is a favorable set of circumstances that creates a need for a new product, service, or business.

- A niche
- A venture
- A trend
- An opportunity

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) State the qualities of successful entrepreneur.

Or

(b) Why entrepreneurship is important for the development of economy?

Page 3 Code No. : 20548 E

Page 4 Code No. : 20548 E

[P.T.O.]

12. (a) Explain the procedures to start a business.
Or
(b) What should be kept in mind while selecting precuts fro profit stability?
13. (a) Give a short note on DIC.
Or
(b) Give a short notes on SISI.
14. (a) Examine the importance of project report.
Or
(b) What is more important in sorting out for selecting profitable project?
15. (a) Explain the methods of project appraisal.
Or
(b) Describe the components of financial feasibility.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the characteristics of different style of entrepreneurs.
Or
(b) Examine the functions of a successful entrepreneur.

Page 5 Code No. : 20548 E

17. (a) Infrastructure plays vital role in smooth functioning of business — support the statement.

Or

- (b) Elaborate the forms of Ownership.

18. (a) Explain the role of commercial banks in development of entrepreneurship.

Or

- (b) Write short note on NSIC and SIDB.

19. (a) Elucidate the contents of project report.

Or

- (b) Identify the stages of project formulation.

20. (a) Explain the purpose and components of economic feasibility.

Or

- (b) Discuss the challenges faced by women entrepreneur.

Page 6 Code No. : 20548 E

Reg. No. :

Code No. : 20544 E Sub. Code : SMBA 62

(CBCS) DEGREE EXAMINATION, APRIL 2022

Sixth Semester

Business Administration — Core

FINANCIAL 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 :

Financial management is mainly concerned with _____

- a) All aspects of acquiring and utilizing financial resources of firms activities
- b) Arrangement of funds
- c) Efficient management of every business
- d) Profit maximization

Financial leverage measures _____

- a) Sensitivity of EBIT with respect of % change with respect to output
- b) % variation in the level of production
- c) Sensitivity of EPS with respect to % change in level of EBIT
- d) No change with EBIT and EPS

Operating leverage measures _____

- (a) Business risk (b) Financial risk
- (c) Both (a) and (b) (d) Production risk

Traditional approach confines finance function only to _____ funds.

- (a) Raising (b) Mobilizing
- (c) Utilizing (d) Financing

The term "capital structure" indicates to _____

- (a) Long-term debt, preferred stock and common stock equity
- (b) Shareholders' equity
- (c) Total assets – liabilities
- (d) None of the above

2. The prime objective of an enterprise is

- (a) Maximization of sales
- (b) Maximization of owner's equity
- (c) Maximization of profit
- (d) Wealth maximization

3. The company's average cost of capital is _____

- (a) the average cost of equity shares and debentures
- (b) the average cost of equity preference shares
- (c) the average cost of shares and all sources of long-term funds
- (d) the average cost of short term funds

4. The cost of debt capital is calculated on the basis of _____

- (a) Net proceeds
- (b) Annual interest
- (c) Annual depreciation
- (d) Capital

Page 2 Code No. : 20544 E

9. Capital budgeting is related to _____

- (a) Long term assets (b) Short term assets
- (c) Both (a) and (b) (d) Fixed assets

10. The rate of discount at which NPV of a project becomes zero is also known as _____

- (a) Average rate of return
- (b) Internal rate of return
- (c) Alternative rate of return
- (d) Return on investment

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 functions of finance.

Or

(b) Mention the significance of financial management.

12. (a) The following information is available from the balance sheet of a company.

Equity share capital – 20,000 shares Rs. 10 each	Rs. 2,00,000
Reserves and surplus	Rs. 1,30,000
8% debentures	Rs. 1,70,000

The rate of tax for the company is 50%. Current level of equity dividend is 12%. Calculate the weighted average cost of capital using the above figures.

Or

- (b) Explain the importance of cost of capital.

13. (a) Explain the factors which influence the dividend policy of a firm.

Or

- (b) Consider the following information of KK enterprise.

	Rs.
EBIT	1,120
PBT	320
Fixed cost	700

Calculate percentage change in earning per share if sales increased by 5%.

Page 5 Code No. : 20544 E

17. (a) Distinguish between the weighted average cost of capital and the marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?

Or

- (b) The following are the capital structure of a firm :

Source of finance	Amount (Rs.)	Proportion (%)
Equity (paid-up) share capital	4,50,000	45
Retained earnings (Reserves)	1,50,000	15
Preference share capital	1,00,000	10
Debt	3,00,000	30
	<u>10,00,000</u>	<u>100</u>

The firm's expected after-tax component costs of the various sources of finance are as follows :

Source	Cost (%)
Equity capital	18.0
Retained earnings	18.0
Preference capital	11.0
Debt	8.0

Calculate weighted average cost of capital.

Page 7 Code No. : 20544 E

14. (a) Describe the assumptions of net income approach.

Or

- (b) Explain the implication of MM approach and illustrate with suitable examples.

15. (a) Elaborate the important steps in the capital budgeting process.

Or

- (b) An equipment A has a cost of Rs. 75,000 and net cash flow of Rs. 20,000 per year for six years. A substitute equipment B would cost Rs. 50,000 and generate net cash flow of Rs. 14,000 per year for six years. The required rate of return of both equipments is 11%. Calculate the IRR and NPV for each equipment.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Examine the scope of financial management.

Or

- (b) Distinguish between profit and wealth maximization.

Page 6 Code No. : 20544 E

18. (a) Explain the types of leverages.

Or

- (b) Examine the essentials of Walter's dividend model. Explain its shortcomings.

19. (a) "The M-M approach is based on unrealistic assumptions". Evaluate the reality of the assumptions made by M-M.

Or

- (b) Compare and contrast between NOI and NI approach.

20. (a) Explain the limitations of payback method.

Or

- (b) Project A has the following cash flows.

Cash flows (Rs.)

C0	C1	C2
-800	+1,200	-400

Calculate the projects IRR. If the require rate of return is 25%. Would you accept the project, Why?

Page 8 Code No. : 20544 E

(6 pages)

Reg. No. :

Code No. : 10426 E Sub. Code : AABA 41

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Allied

RESEARCH METHODOLOGY

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following does not correspond to characteristics of research?
 - (a) Research is not passive
 - (b) Research is systematic
 - (c) Research is not a problem-oriented
 - (d) Research is not a process

2. The process not needed in experimental research is _____.
 - (a) Controlling
 - (b) Observation
 - (c) Reference collection
 - (d) Manipulation and replication.
3. Research problem is selected from the standpoint of _____.
 - (a) Social relevance
 - (b) Financial support
 - (c) Researcher's interest
 - (d) Availability of relevant literature
4. How can we enhance the research objective?
 - (a) By making it more valid
 - (b) By making it more reliable
 - (c) By making it more impartial
 - (d) All of the above

5. The main problem in questionnaire is _____.
- (a) Accessible to Diverse Respondent
 - (b) Greater Anonymity
 - (c) Shows an inability of respondent to provide information
 - (d) None of these
6. Which technique is generally followed when the population is finite?
- (a) Systematic Sampling Technique
 - (b) Purposive Sampling Technique
 - (c) Area Sampling Technique
 - (d) None of the above
7. _____ are the types of Data Analysis Methods.
- (a) Descriptive analysis
 - (b) Exploratory analysis
 - (c) Diagnosis analysis
 - (d) All of the above
8. Which of the numbers below might SPSS report as 10.574 E-05?
- (a) 0.00010574
 - (b) 10.569
 - (c) 1057400.0
 - (d) 0000.10574

9. The last stage of research process is _____.
- (a) review of literature
 - (b) research design
 - (c) report writing
 - (d) data analysis
10. Appendix to the report includes _____.
- (a) Questionnaires
 - (b) Sample information
 - (c) Mathematical derivations
 - (d) All 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) State the significance of research.
- Or
- (b) Write a note on Census survey.
12. (a) Why hypotheses are set in research?
- Or
- (b) Explain the different types of variables.

13. (a) What do you mean by sampling errors?

Or

(b) State the merits of pilot study.

14. (a) Describe the importance of data analysis in research.

Or

(b) Explain Chi-square test.

15. (a) What is a Technical report? Explain.

Or

(b) Explain the APA Format in writing references.

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 applications of research in business.

Or

(b) Enumerate the features of Qualitative research.

Page 5 Code No. : 10426 E

17. (a) Discuss the role of research questions.

Or

(b) Describe the steps involved in developing a research design.

18. (a) Explain the Scaling techniques.

Or

(b) Briefly explain the Non-probability sampling methods.

19. (a) Explain some of the Statistical tools used for analysis of data.

Or

(b) Describe the uses of SPSS in data analysis.

20. (a) Explain the steps involved in drafting a research report.

Or

(b) Discuss about the layout of a research report.

Page 6 Code No. : 10426 E

Code No. : 10412 E Sub. Code : AMBA 34

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Core

INTERNATIONAL BUSINESS MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is the application of knowledge in redefines the boundaries of global business?
- (a) Cultural Values (b) Society
(c) Economy (d) Technology

6. Which payment method most often used in International Trade which offers the exporter best assurance of being paid for the products sold internationally?
- (a) Letter of Credit (b) Bill of Lading
(c) Open Account (d) Drafts

7. IMF stands for
- (a) International Monetary Fund
(b) International Management Foundation
(c) Indian Monetary Fund
(d) Indian Management Foundation

8. Ultimately _____ was replaced by the _____ on 1st jan 1995.
- (a) GATT, WTO (b) WTO, GATT
(c) GATS, WTO (d) IMF, GATT

9. Bretton Woods conference led to the formation of _____.
- (a) World Trade Organization
(b) United Nations Organization
(c) International monetary fund
(d) General Agreement on Trade and Tariffs

2. Capitalist, communist and mixed are the type of _____.
- (a) Cultural attitudes
(b) Social system
(c) Economic system
(d) Political system
3. A growing economic interdependence among countries, as reflected in the increased cross-border flow of _____.
- (a) Goods and services (b) World economy
(c) Capital (d) Both (a) and (b)
4. The non-tariff barriers are
- (a) Product standards (b) Proliferation
(c) Product adaptation (d) Both (a) and (b)
5. A financial services deal covering more than 95% of trade in banking and _____.
- (a) Insurance
(b) Securities
(c) Financial Information
(d) All of the above

Page 2 Code No. : 10412 E

10. Comparative Cost Trade Theory is given by
- (a) Heckscher Ohlin
(b) David Ricardo
(c) Gottfried Haberler
(d) Adam Smith

PART B — (5 × 5 = 25 marks)

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

11. (a) What is mean by international business? Explain that differentiate international business from domestic business.
- Or
- (b) What is market? Explain modes of entering in potential market.
12. (a) Enumerate the significance of 'trade blocs' of international business.

Or

- (b) Elicit the impact of 'Bilateral and multilateral Trade law' on 'globalization of business'.

13. (a) Analyse the nature of international business environment with examples.

Or

- (b) What do you understand 'export finance'? Explain the features of export finance.

14. (a) Explain the Scope of global business.

Or

- (b) State and explain the types of 'non traffic barriers'.

15. (a) Briefly describe the 'Dispute settlement Procedure' under world trade organization.

Or

- (b) Describe the sources of finance for international business.

PART C — (5 × 8 = 40 marks)

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

16. (a) Write an essay on the economic, legal and political environment of international business.

Or

- (b) Write an essay on the political risk and global business.

Page 5 Code No. : 10412 E

17. (a) Explain in detail about 'Foreign Direct Investments' and various measures that are taken by India Government for promoting FDI.

Or

- (b) Problems and Solutions of Export Promotion Measures in India – Discuss.

18. (a) Analyze the important highlight of 'EXIM' policy in India and in what extent, the objectives of the policy have been achieved?

Or

- (b) Explain the trend of international business environmental in India.

19. (a) Examine the steps involved to upgrade domestic business into international business.

Or

- (b) Write a note on any two financial institutions. Discuss its merits and demerits.

Page 6 Code No. : 10412 E

20. (a) Explain the role of bargaining power in managing negotiations in international business.

Or

- (b) Critically analyze the determinants of international investment decisions. What different strategies could a firm follow in this respect?

Reg. No. :

Code No. : 10413 E Sub. Code : AMBA 41

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

COST AND MANAGEMENT ACCOUNTING

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Overhead cost is the total of
 - (a) all indirect costs
 - (b) all direct costs
 - (c) all direct and indirect costs
 - (d) all specified cost

2. Which one of the following is not considered for preparation of cost sheet?
- (a) Factory cost
 - (b) Goodwill written off
 - (c) Selling cost
 - (d) Labour cost
3. Margin of Safety is the difference between
- (a) planned sales and planned profit
 - (b) actual sales and break-even sales
 - (c) planned sales and actual sales
 - (d) planned sales and planned expenses
4. Break - even point occurs at 40% of total capacity, margin of safety will be _____
- (a) 40%
 - (b) 60%
 - (c) 70%
 - (d) 20%
5. Return on investment is a _____
- (a) turnover ratio
 - (b) long term solvency ratio
 - (c) short term solvency ratio
 - (d) profitability ratio

6. Inventory or stock turnover ratio is also called _____
- (a) stock velocity ratio
 - (b) debtors velocity ratio
 - (c) creditors velocity ratio
 - (d) working capital turnover ratio
7. Increase in working capital is _____
- (a) Source of funds
 - (b) Loss from operation
 - (c) Application of funds
 - (d) Funds from operation
8. In the context of Cash Flow Statement, the term "Fund" refers to
- (a) Working capital
 - (b) Cash and cash equivalents
 - (c) Total Resources
 - (d) Marginal Resources

9. The budget which usually takes the form of budgeted profit and loss account and balance sheet is known as
- (a) Flexible budget
 - (b) Master budget
 - (c) Cash budget
 - (d) Purchase budget
10. One of the most important tools in cost planning is
- (a) direct cost
 - (b) indirect cost
 - (c) cost sheet
 - (d) managerial costing

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the nature of management accounting.

Or

- (b) What is cost sheet? Explain.

Page 4 Code No. : 10413 E

12. (a) A company estimates that next year it will earn a profit of Rs.50,000. The budgeted fixed costs and sales are Rs.2,50,000 and Rs.9,93,000 respectively. Find out the break-even point for the company.

Or

- (b) The standard time and rate for unit, component "Z" are given below:

Standard hours per unit 15

Standard rate Rs. 4 per hour

The actual data and related information are as under:

Planned production 1,200 units

Actual production 1,000 units

Actual hours 15,300 hours

Actual rate 3.90 per hours

Calculate Labour Cost Variance

Page 5 Code No. : 10413 E

13. (a) From the following balance sheet of a company, you are required to prepare a common size Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital	1,31,6000	Cash	54,000
Fixed liabilities	4,50,000	Debtors	4,40,000
Sundry creditors	84,000	Stock	2,00,000
Other liabilities	1,56,000	Prepaid expenses	22,000
		Bills receivables	20,000
		Fixed Assets	12,70,000
	<u>20,06,000</u>		<u>20,06,000</u>

Or

- (b) From the following balance sheet of Aditya Limited calculate current ratio and liquid ratio

	Rs.		Rs.
Share Capital	30,000	Fixed assets	16,500
Creditors	8,000	Cash	1,000
Bills Payable	2,000	Book debts	6,000
Provision for Tax	3,500	Bills receivables	2,000
		Stock	17,500
		Pre paid expenses	500
	<u>43,500</u>		<u>43,500</u>

Page 6 Code No. : 10413 E

14. (a) What is cash flow statement? Explain.

Or

- (b) After taking on to consideration the under mentioned items, ABC Limited made a net profit of Rs.1,00,000 for the year ended 31st December 2013.

Loss on sale of machinery	10,000
Depreciation on building	4,000
Depreciation on machinery	5,000
preliminary expenses written off	5,000
provision for taxation	10,000
goodwill written off	5,000
Gain on sale of buildings	8,000

Find out cash from operation.

15. (a) What is master budget? Explain.

Or

- (b) Briefly explain the uses of budgets.

PART C — (5 × 8 = 40 marks)

Answer any THREE questions, choosing either (a) or (b).

16. (a) Discuss the differences between financial accounting and management accounting.

Or

Page 7 Code No. : 10413 E

(b) Prepare cost sheet from the following particular in the book of B.

- Raw material purchased = Rs. 1, 20,000
 Paid freight charges = Rs 10,000
 Wages paid to laborers = Rs 35,000
 Directly chargeable expenses = Rs 25,000
 Factory on cost = 20% of prime cost
 General and administrative expenses = 4% of factory cost
 Selling and distribution expenses = 5% of production cost
 Profit 20% on sales

	Opening Stock	Closing Stock
Raw Material	15,000	20,000
Work in progress	17,500	24,000
Finished goods	20,000	27,500

17. (a) Explain the applications of variance analysis.

Or

(b) From the following details find out (i) Profit Volume Ratio (ii) B.E.P. (iii) Margin of safety.

Sales	Rs. 1,00,000
Total cost	Rs. 80,000
Fixed cost	Rs. 20,000
Net profit	Rs. 20,000

18. (a) Explain the techniques of financial statement analysis.

Or

(b) From the following balance sheet, compute the following ratio

- (i) Current ratio
 (ii) Liquid ratio
 (iii) Proprietary ratio
 (iv) Debt equity ratio
 (v) Current assets to working capital ratio

Balance Sheet as on 31st December 2012

Liabilities	Rs.	Assets	Rs.
Equity share capital	2,00,000	Plant and machinery	2,00,000
10% Preference share capital	1,00,000	Land and building	2,00,000
20% Debentures	1,00,000	Stock	1,50,000
Reserves and Surplus	1,00,000	Debtors	50,000
Loan (long term)	50,000	Cash	1,00,000
Creditors	1,00,000		
Bank overdraft	50,000		
	<u>7,00,000</u>		<u>7,00,000</u>

19. (a) Explain the steps in preparation of cash flow statement.

Or

- (b) Prepare a Funds Flow statement from the following particulars.

Liabilities	2012	2013	Assets	2012	2013
Share Capital	4,00,000	5,75,000	Plant	75,000	1,00,000
Creditors	1,06,000	70,000	Stocks	1,21,000	1,36,000
Profit and loss account	14,000	31,000	Debtors	1,81,000	1,70,000
			Cash	1,43,000	2,70,000
	<u>5,20,000</u>	<u>6,76,000</u>		<u>5,20,000</u>	<u>6,76,000</u>

20. (a) A company is expecting to have Rs. 25,000 cash in hand on 1st April 2003 and it requires you to prepare an estimate of cash position in respect of three months from April to June 2003, from the information given below:

	Sales Rs.	Purchase Rs.	Wages Rs.	Expenses Rs.
February	70,000	40,000	8,000	6,000
March	80,000	50,000	8,000	7,000
April	92,000	52,000	9,000	7,000
May	1,00,000	60,000	10,000	8,000
June	1,20,000	55,000	12,000	9,000

Page 10 Code No. : 10413 E

Additional Information:

- (i) Period of credit allowed by suppliers - two months.
- (ii) 25 % of sale is for cash and the period of credit allowed to customer for credit sale one month.
- (iii) Delay in payment of wages and expenses one month.
- (iv) Income Tax Rs. 25,000 is to be paid in June 2003.

Or

- (b) Thomas Engineering Co. Ltd. Manufactures two articles X and Y. Its sales department has three divisions: West, South and East. Preliminary sales budgets for the year ending 31st December 2003. Based on the assessments of the divisional executives:

Product X: West 40,000 units: South 1,00,000 units and East 20,000 units

Product Y : West 60,000 units: South 8,00,000 units and East Nil

Sales Price X Rs. 2 and Y Rs. 3 in all areas.

Page 11 Code No. : 10413 E

Arrangements are made for the extensive advertising of product X and Y and it is estimated that West division sales will increase by 20,000 units. Arrangements are also made to advertise and distribute product Y in the Eastern area in the second half of 2003 when sales are expected to be 1,00,000 units. Since the estimated sales of the South division represented an unsatisfactory target, it is agreed to increase both the estimates by 10 %.

Prepare a sales budget for the year to 31st December 2003.

(6 pages)

Reg. No. : _____

Code No. : 10414 E Sub. Code : AMBA 42

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration — Core

MARKETING MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
- (a) production (b) selling
(c) marketing (d) holistic marketing

6. _____ refers to the information a consumer has stored in their memory about a product or service.

- (a) cognitive dissonance
(b) product knowledge
(c) product research
(d) marketing research

7. Which of the following is also referred to as mark-up pricing?

- (a) Cost price (b) Cost plus pricing
(c) Marginal pricing (d) Discount pricing

8. _____ sells to the customers or consumers.

- (a) Wholesaler (b) Retailer
(c) Broker (d) Drop-shipper

9. If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix.

- (a) Personal selling (b) Advertising
(c) Sales promotion (d) Publicity

Page 3 Code No. : 10414 E

2. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- (a) information search
(b) purchase
(c) evaluation of alternatives
(d) post purchase
3. Income, education and occupation are major segmentation variables in which category?
- (a) Geographic (b) Behavioral
(c) Demographic (d) Psychographic
4. Positioning is what a manufacturer does to the _____
- (a) product (b) media
(c) quality (d) mind of prospect
5. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as _____ products.
- (a) specialty (b) convenience
(c) unsought (d) augmented

Page 2 Code No. : 10414 E

10. The promotion "P" of marketing is also known as _____

- (a) product differentiation
(b) distribution
(c) cost
(d) marketing communication

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 objectives of marketing.

Or

- (b) What are the elements of buying?

12. (a) What are the characteristics of niche marketing?

Or

- (b) Mention the most common position errors that should be avoided.

13. (a) What are the attributes added to a product in order to differentiate it from its competitor?

Or

- (b) State the different types of brands.

Page 4 Code No. : 10414 E

[P.T.O.]

14. (a) Explain the basic policies recognized for pricing.

Or

(b) List out the services rendered by a retailer.

15. (a) Explain the basic purpose of sales promotion.

Or

(b) What are the quantitative objectives of personal selling?

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 benefits of holistic marketing.

Or

(b) Discuss the factors that influence consumer behaviour.

17. (a) Describe the various strategic options of marketing identified by market segmentation.

Or

(b) Explain the different approaches to positioning of a product.

Page 5 Code No. : 10414 E

18. (a) Discuss the factors that influence a change in product mix.

Or

(b) State the advantages of product life cycle.

19. (a) Explain the different kinds of pricing.

Or

(b) Describe the factors that affect the choice of distribution channel.

20. (a) Discuss the objectives of advertising.

Or

(b) Explain the different types of word of mouth marketing.

Page 6 Code No. : 10414 E

(6 pages)

Reg. No. :

Code No. : 10416 E Sub. Code : AMBA 44

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration – Core

PRODUCTION AND OPERATION MANAGEMENT

(For those who joined in July 2020 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 are not the characteristics of Operations?
- (a) Fixed output capacity
 - (b) Continuous improvement
 - (c) Customer Needs
 - (d) Customer feedback

2. In _____ type of production system, products are produced for stocks not for orders.
- (a) Intermittent
 - (b) Job
 - (c) Continuous
 - (d) Batch
3. Fixed position layout would be most appropriate in which of the following cases?
- (a) Fast food restaurant
 - (b) Gourmet restaurant
 - (c) Doctor's office
 - (d) Construction of bridge
4. Which of the following is an external factor of location facilities?
- (a) Technology
 - (b) Capacity
 - (c) Economic
 - (d) Financial position
5. Which scheduling technique should be employed when due date are important for a job order?
- (a) Master Scheduling
 - (b) Backward Scheduling
 - (c) Forward Scheduling
 - (d) Loading

Page 2 Code No. : 10416 E

6. The typical time horizon for aggregate planning is _____.
- (a) 3-18 months
 - (b) Less than a month
 - (c) Up to 3 months
 - (d) Over 1 year
7. Methods study is concerned with the reduction of unproductive _____ element.
- (a) Micro motion
 - (b) Time
 - (c) Work
 - (d) Fatigue
8. Time based maintenance consists of periodical _____.
- (a) Monitoring
 - (b) Servicing
 - (c) Scheduling
 - (d) Repairing
9. The major strength of MRP is its capability _____.
- (a) To minimize labour hours used in production
 - (b) For timely and accurate re-planning
 - (c) To maximize production throughout
 - (d) To reduce lead times

Page 3 Code No. : 10416 E

10. Which of the following does not deal with the aspects of material management?
- (a) Codification of material
 - (b) Store management
 - (c) Materials handling
 - (d) Material Requirement planning

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 production management.
- Or
- (b) Explain the advantages of continuous production system.
12. (a) State the reasons for the relocation of an existing plant.
- Or
- (b) What are the disadvantages of product layout?
13. (a) Explain the different types of capacity.
- Or
- (b) Describe the functions involved in production control.

Page 4 Code No. : 10416 E

[P.T.O.]

14. (a) What are the major components of work study?

Or

(b) Explain the various areas of maintenance.

15. (a) Mention the functional areas of materials management.

Or

(b) What are the benefits of JIT inventory?

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 relationship between Production and Marketing functions.

Or

(b) Explain the characteristics of Intermittent production.

17. (a) Discuss the factors governing plant location according to Weber's theory of industrial location.

Or

(b) State the characteristics of an efficient layout.

Page 5 Code No. : 10416 E

18. (a) Discuss the objectives of PPC.

Or

(b) Describe the techniques used for aggregate planning.

19. (a) Discuss the procedure for method study.

Or

(b) Describe the various losses caused due to breakdown.

20. (a) Explain the procedural steps involved in MRP.

Or

(b) Discuss the various applications of ABC analysis.

Page 6 Code No. : 10416 E

Code No.: 10557 E

Sub. Code: CABA 11/
CASL 11B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022

First Semester

Business Administration / Shipping and Logistics
Management – Allied

BUSINESS STATISTICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Out of all measures of dispersion, the easiest one to calculate is _____.
- (a) Standard deviation (b) Range
(c) Variance (d) Quartile deviation

6. If $\rho = 0$, the angle between the two lines of regression is _____.
- (a) Zero degree (b) Ninety degree
(c) Sixty degree (d) Thirty degree
7. Secular trend is indicative of long term variation towards _____.
- (a) Increase only
(b) Decrease only
(c) Either increase or decrease
(d) None of the above
8. If the slope of the trend line is positive, it shows _____.
- (a) Rising trend (b) Declining trend
(c) Stagnation (d) All of the above
9. The best average to calculate index numbers is _____.
- (a) A.M (b) G.M
(c) H.M (d) None
10. Factor reversal test permits the interchange of _____.
- (a) Base periods (b) Price and quantity
(c) Weights (d) None of the above

2. The correct relationship between A.M., G.M. and H.M. is _____.
- (a) $A.M. = G.M. = H.M.$
(b) $G.M. \geq A.M. \geq H.M.$
(c) $H.M. \geq G.M. \geq A.M.$
(d) $A.M. \geq G.M. \geq H.M.$
3. The co-efficient of correlation is not affected by
- (a) Change of origin
(b) Change of scale
(c) Both origin and scale
(d) None
4. Rank correlation method was developed by _____.
- (a) Karl Pearson (b) R.A. Fisher
(c) Speannan (d) Croxten and Cowden
5. If one of the regression coefficient is negative, the other _____.
- (a) Must be positive
(b) Must be negative
(c) May be positive or negative
(d) Non-negative

PART B — (5 × 5 = 25 marks)

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

11. (a) State the applications of measures of Central Tendency in business.
- Or
- (b) Calculate Range and its coefficient from the following data
- | | | | | | |
|------------------|------|-------|-------|-------|-------|
| Age (in years) : | 5-10 | 10-15 | 15-20 | 20-25 | 25-30 |
| No. of persons : | 12 | 16 | 20 | 10 | 2 |
12. (a) Define Correlation. State the significance of Correlation Analysis.
- Or
- (b) For a given sets of 10 observations. Find the Rank correlation coefficient.
- | | | | | | | | | | | |
|----|---|---|---|---|----|---|---|---|----|---|
| X: | 5 | 4 | 3 | 8 | 10 | 6 | 6 | 7 | 8 | 5 |
| Y: | 6 | 2 | 1 | 5 | 6 | 3 | 9 | 8 | 10 | 7 |
13. (a) What is the relation between regression and correlation?
- Or
- (b) Write a note on Regression Line.

14. (a) What are the different methods of measuring trend?

Or

- (b) Calculate the 4 yearly moving averages from the following data:

Year	2004	2005	2006	2007	2008	2009
Sales (in Rs. lakhs)	614	615	652	678	681	655

Year	2010	2011	2012	2013	2014
Sales (in Rs. lakhs)	717	719	708	779	757

15. (a) Write a brief note on splicing.

Or

- (b) From the following data, construct price index number by Simple Aggregate Method.

Commodities	Base Year Price	Current Year Price
A	42	52
B	10	28
C	15	22
D	7	17
E	5	12
F	6	9

Page 5 Code No. : 10557 E

18. (a) By using the following data, find out the two lines' of regression from them.

$$\sum x = 250; \sum y = 300; \sum xy = 7900;$$

$$\sum x^2 = 6500; \sum y^2 = 10,000; n = 10.$$

Or

- (b) Write down the regression equations from the following data:

Fresh weight (gms):	8	6	10	5	12	2	20	15	14	18
Dry weight (gms):	3	2	2	2	4	1	5	4	3	4

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

Or

- (b) Calculate the trend values by the method of least squares from the data given below:

Year	2011	2012	2013	2014	2015
Production (in '000)	12	18	20	23	27

20. (a) What are the tests used for testing the consistency of Index Numbers? Explain.

Or

Page 7 Code No. : 10557 E

PART C — (5 × 8 = 40 marks)

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

16. (a) Calculate the mean, median and mode from the following data.

No. of Insurance policies:	9-11	12-14	15-17	18-20	21-23	24-26
No. of Buyers	3	5	8	12	7	5

Or

- (b) The following data show the sales performed by 23 shops in a region. Calculate the Standard Deviation.

Sales (Rs. '000)	5-9	10-14	15-19	20-24	25-29
No. of shops	3	5	8	4	3

17. (a) Explain different types of correlation.

Or

- (b) Find Karl Pearson's, coefficient of correlation between sales and expenses of the following ten items.

Firms:	1	2	3	4	5	6	7	8	9	10
Sales in thousand units:	50	50	55	60	60	65	65	60	60	50
Expenses in thousand Rs.:	11	13	14	16	16	15	15	14	13	13

Page 6 Code No. : 10557 E

- (b) Construct Fisher's Ideal Index from the following data and show that it satisfies the Time Reversal Test.

Commodity	P_0	P_1	Q_0	Q_1
Wheat	30	35	5	4
Rice	32	37	7	5
Gram	20	18	3	4

Page 8 Code No. : 10557 E

(8 pages)

Reg. No. :

Code No. : 10558 E Sub. Code : CABA 21/
CASL 21

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration/Supply and Logistics
Management –Allied

BUSINESS MATHEMATICS

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Find the inclination of the line passing through
(-5, 3) and (10, 7)

- (a) 14.73 (b) 14.93
(c) 14.83 (d) 14.63

2. What is the slope of the line $3x + 2y + 1 = 0$?

- (a) $3/2$ (b) $2/3$
(c) $-3/2$ (d) $-2/3$

3. $(\overline{A \cap B}) =$ _____

- (a) $A \cup B$ (b) $A \cap B$
(c) $\overline{A} \cap \overline{B}$ (d) $\overline{A} \cup \overline{B}$

4. If every element of A is an element of B and every element of B is an element of A , A and B are _____

- (a) equal sets (b) universal sets
(c) null sets (d) infinite sets

5. The derivative of $y = 45$ is

- (a) 4 (b) 5
(c) 0 (d) 45

6. If $y = x^5$; then $\frac{dy}{dx} =$ _____

- (a) x^5 (b) $5x^4$
(c) $\frac{x^6}{6}$ (d) x^{-5}

7. A necessary condition for $f(x)$ being a maximum or a minimum at $x = a$ is
- $f(x) = 0$
 - $f'(x) = 0$
 - $f'(a) = 0$
 - none of them
8. If the total cost function is $C = 5 + 2x^2 - x^3$, marginal cost at $x = 10$ is
- 0
 - 260
 - 795
 - none of them
9. The determinate value of matrix $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$ is
-
- 5
 - 2
 - 7
 - 9
10. Number of elements in a matrix of order 3×2 is
- 2
 - 3
 - 5
 - 6

PART B — (5 × 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 passing through (2, -5) and (-4, 5).

Or

- (b) Mr. Ram buys a radio making a payment of Rs. 200 at the time of purchase with the agreement that he will pay at the rate of Rs. 15 for the next 20 months. Find the relationship between the amount (y) he has paid and the number of months (x) since he bought the radio.

12. (a) If $A = \{1, 3, 4, 5\}$ and $B = \{1, 7, 8, 10\}$, find $A \cup B$ and $A \cap B$.

Or

- (b) If $A = \{1, 3\}$ and $B = \{5, 6, 7\}$ find $A \times B$, $B \times A$.

13. (a) Find $\frac{dy}{dx}$ if $y = 5x^3 + 9x^2$.

Or

- (b) Find the derivatives of $(x^2 - 7)^2$.

14. (a) A firm sells a product at Rs. 3 per unit. The total cost of the firm for producing X units is given by $C = 20 + 0.6x + 0.01x^2$. How many units should be made to achieve maximum profit? Verify that the condition for a maximum is satisfied.

Or

(b) Evaluate $\int_0^2 (x^2 - 4x + 5) dx$.

15. (a) Explain the Importance of Matrix.

Or

(b) Find $[1 \ 2 \ 3] \begin{bmatrix} 4 & 2 & 0 \\ 1 & -1 & 3 \\ 7 & 2 & 1 \end{bmatrix} \begin{bmatrix} 8 \\ 6 \\ 4 \end{bmatrix}$.

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 concept of market equilibrium.

Or

- (b) A straight line passes through the point (-4,9) and is such that the portion of it intercepted between the axes divided at the point in the ratio 3:2. Find the equation.

Page 5 Code No. : 10558 E

17. (a) A company study of the product preferences of 10,000 consumers reported that each of the products A, B, C was liked by 5015, 3465, 4827 respectively and all the products were liked by 500 people, products A and B were liked by 1000, products A and C were liked by 850 and products B and C were liked by 850 and products A and C were liked by 1420. Prove that the study results are not correct. It was found that an error was made in recording the number consumers liking the product A and C. What is the value of this numbers?

Or

- (b) All the 3200 students of a colleges in a city know at least one of the three languages – Tamil – Telugu and Malayalam, 2400 known Tamil, 1700 know Telugu, 800 know Malayalam, 1000 know Tamil and Telugu 500 know Tamil and Malayalam 300 know Telugu and Malayalam and only 100 know all these three languages.

Draw a Venn diagram and find the number of students.

Page 6 Code No. : 10558 E

(i) Who know Tamil and Telugu but not Malayalam?

(ii) Who know only Malayalam?

(iii) Who know only one of the three languages and

(iv) Who know none of these language?

18. (a) Find $\frac{dy}{dx}$ when $x^y = y^x$.

Or

(b) Find:

(i) $\frac{d}{dx}(\log ax)$

(ii) $\frac{d}{dx} \log(5x+7)$.

(iii) $\frac{d}{dx} \log \sqrt{2x+3}$.

19. (a) Find the maximum value of xe^{-x} .

Or

(b) Evaluate $\int \frac{x^2}{\sqrt{x^2+5}} dx$.

20. (a) Show that $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$ satisfies the equation $A^2 - 4A - 5I = 0$.

Or

(b) Discuss the consistence of the following system

$$x + y + z = -3$$

$$3x + y - 2z = -2$$

$$2x + 4y + 7z = 7.$$

(6 pages)

Reg. No. :

Code No. : 10559 E Sub. Code : CABA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration – Allied

BUSINESS LAW

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. An agreement consists of reciprocal promises between at least _____ parties
- (a) 4 (b) 6
(c) 3 (d) 2

2. _____ 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
3. A contract of sale made by a person of unsound mind is _____
- (a) void contract (b) valid contract
(c) voidable contract (d) illegal agreement
4. Which one of the following agreement is not void?
- (a) Agreement without consideration
(b) Agreement in restraint of marriage
(c) Wagering agreement
(d) Agreement with physically disabled person
5. The delivery of goods by one person to another for some specific purpose is known as _____
- (a) bailment (b) pledge
(c) hypothetical (d) mortgage

6. A person who appoints another person to do work on his behalf is known as _____
(a) contractor (b) agent
(c) principal (d) servant
7. The sale of goods Act, deals with _____
(a) sale of immovable property
(b) sale of movable property
(c) pledge
(d) mortgages and pledge
8. Condition in a contract of sale, constitute stipulation with reference to _____
(a) time (b) price
(c) goods (d) delivery
9. Persons who have entered into partnership with one another an individually called _____
(a) partners (b) owners
(c) traders (d) proprietors
10. Which one of the following is a characteristics of a partnership firm?
(a) Perpetual succession
(b) Limited liability
(c) Artificial personality
(d) Mutual agency

Page 3 Code No. : 10559 E

PART B — (5 × 5 = 25 marks)

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

11. (a) Distinguish between an agreement and a contract.
Or
(b) What are the elements of an offer?
12. (a) When does a contract need not be performed?
Or
(b) Distinguish between a contract and quasi contract.
13. (a) Explain the different types of bailment.
Or
(b) Explain the rights of a pawnor.
14. (a) Explain the required essentials of a valid sales.
Or
(b) Distinguish between condition and warranty.

Page 4 Code No. : 10559 E

[P.T.O.]

15. (a) What are the characteristics of partnership?

Or

(b) Explain the different types of partners.

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 legal rules which govern an acceptance.

Or

(b) What is said to be a free consent? Discuss.

17. (a) Discuss the ways by which a discharge of contract is done by mutual agreement.

Or

(b) What are the remedies for breach of contract?

18. (a) Describe the different kinds of agents.

Or

(b) Explain the conditions on which an agency can be terminated.

19. (a) Briefly explain the implied conditions contained in the sale of goods Act.

Or

(b) Explain the various methods of delivery of goods.

20. (a) Discuss the various rights of a partner.

Or

(b) State the reasons for the dissolution of a partnership firm.

(6 pages)

Reg. No. :

Code No. : 10553 E Sub. Code : CMBA 11/
CMSL 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022

First Semester

Business Administration/ Shipping and Logistics
Management – Core

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- _____ is known as “The father of scientific Management”
 - Henry Fayol
 - Robert Owen
 - Fredrick W. Taylor
 - Mary Parker

2. _____ is “Scalar Chain” in principles of management

- The concentration of power in the hands of the authority
- ‘Communication between employees and their superiors
- Paid fair wages for the work that they carry out
- Employees work in harmony towards the same objectives

3. The first step in planning is to

- Evaluate alternatives
- Set on objectives
- Determine strength and weakness
- Discussion

4. _____ encourages management to think systematically about what has happened, what is happening and what might happen.

- | | |
|-----------------|----------------|
| (a) Controlling | (b) Organising |
| (c) Planning | (d) MBO |

5. The organisational chart describes
- (a) The company goals
 - (b) The function each person performs
 - (c) The relationship between the different departments and their personnel
 - (d) Planning activity
6. Higher management levels retains decision making authority in organisation is said to be
- (a) Centralised (b) Decentralised
 - (c) Fragmented (d) Work function
7. Which of the following way help in improving the communication effectiveness?
- (a) Ensuring proper feedback
 - (b) Being a good listener
 - (c) Ensuring follow up patience
 - (d) All of the above
8. Arjun as a project manager, is able to assess the true potential of his subordinates and constantly motivates them to realise their full potential. Identify the element of directing being described in the above line
- (a) Supervision (b) Leadership
 - (c) Communication (d) Motivation

9. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as
- (a) Controlling (b) Leading
 - (c) Organising (d) Planning
10. Control function cannot be performed without
- (a) Planning (b) Organising
 - (c) Staffing (d) All 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) Is management a science (or) Art? Describe.
- Or
- (b) Explain the evolution of management in detail.
12. (a) State the nature of planning.
- Or
- (b) Narrate the objectives of planning.

13. (a) Examine the different types of organisation structure.

Or

(b) Enumerate the advantages of departmentalization.

14. (a) Discuss the different motivation techniques.

Or

(b) Evaluate the concept difference between individual and group behaviour.

15. (a) Clarify the various process involved in controlling.

Or

(b) Discuss the term direct control and preventive control in brief.

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 importance of each type of skills to lower, middle and top level management.

Or

(b) Explain the Henry Fayol's contribution towards management.

17. (a) What are the advantages and disadvantages of controlling.

Or

(b) "Decision making is the most pervasive functions of a manager". Explain these by illustrating the decisions making process.

18. (a) Examine the advantages and disadvantages of delegation of authority

Or

(b) Narrate the selection procedures while recruiting a person.

19. (a) Discuss the steps to be followed for effective communication.

Or

(b) Evaluate the different types of leadership style.

20. (a) Clarify the use of computers and IT in management control.

Or

(b) Highlight the control techniques used for attainment of organisational goals.

(6 pages)

Reg. No. :

Code No. : 10554 E Sub. Code : CMBA 21/
CMSL 21

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration/Shipping and Logistics
Management — Core

MANAGERIAL ECONOMICS

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The law of demand states that if there is an increase in a product's selling price _____.
(a) The quantity demanded of that good will decrease
(b) The quantity supplied of that good will decrease
(c) The quantity demanded of that good will increase
(d) The quantity supplied of that good will increase

2. _____ is the diagrammatic representation of the law of supply.
(a) Supply schedule (b) Supply graph
(c) Supply table (d) Supply curve
3. The alternative name of opportunity cost is _____.
(a) Economic Cost (b) Equilibrium Price
(c) Marginal Cost (d) Average Cost
4. Long-run production function is related to _____.
(a) Law of Demand
(b) Law of Increasing Returns
(c) Laws to Returns of Scale
(d) Elasticity of Demand
5. Which of the following is the best example of a perfectly competitive market?
(a) diamonds (b) athletic shoes
(c) soft drinks (d) farming
6. A differentiated product has _____.
(a) many perfect substitutes
(b) close but not perfect substitutes
(c) no close substitutes
(d) no substitutes of any kind

7. The Exchange rate which is determined by the Government is known as _____.
- (a) flexible exchange rate
 (b) fixed exchange rate
 (c) floated exchange rate
 (d) none of the above
8. Inflation is measured on the basis of _____ index.
- (a) wholesale price (b) consumer price
 (c) Marshall's (d) All these
9. Which of the following best defines Net National Income?
- (a) GNP + Depreciation
 (b) GNP - Depreciation
 (c) GDP - Depreciation
 (d) NDP + Depreciation
10. Which of the following does not occur during expansion phase?
- (a) Consumer spending increases
 (b) Employment increases as demand for labour rises
 (c) Business profits and business confidence increase
 (d) None of the above

Page 3 Code No. : 10554 E

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on Elasticity of demand.
 Or
 (b) State the objectives of Demand forecasting.
12. (a) Describe the cost concepts.
 Or
 (b) Enumerate the properties of indifference curves.
13. (a) Explain the market period price – output determination under perfect competition.
 Or
 (b) What are the causes of Monopoly?
14. (a) Describe the different types of Forex market.
 Or
 (b) Describe the causes of inflation.

Page 4 Code No. : 10554 E

[P.T.O.]

15. (a) Explain the Income method of National Income measurement.

Or

(b) Describe the phases of Business cycle.

PART C — (5 × 8 = 40 marks)

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

16. (a) Discuss the scope of Managerial Economics.

Or

(b) Explain the Law of supply.

17. (a) Describe the Cost – Output relationship in the short run and long run.

Or

(b) Briefly explain the Economies of scale.

18. (a) State the characteristics of Perfect competition.

Or

(b) Describe the pricing determination under Monopoly.

Page 5 Code No. : 10554 E

19. (a) Explain the process of fixation of Exchange rates.

Or

(b) Explain the Anti-Inflationary measures taken to control inflation.

20. (a) Explain the different concepts of National Income.

Or

(b) Describe the measures to control business cycles.

Page 6 Code No. : 10554 E

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Third Semester

Business Administration

Non Major Elective – ADVERTISING

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. What is advertising?
(a) publicity (b) sales promotion
(c) paid information (d) all the above
2. What kind of advertising involves events and Trade shows?
(a) Print Advertising
(b) Outdoor Advertising
(c) Covert Advertising
(d) Public service Advertising

7. Media planning is the process of determining how to use _____.
(a) Cost and profit
(b) Time and space
(c) Money and time
(d) Time and Client's resources
8. Which media has the highest value of reach in the Indian context?
(a) TV (b) Newspaper
(c) Radio (d) Magazines
9. _____ is conducted during the running of the ad campaign or after the completion of the ad campaign.
(a) Pre - test (b) Post - test
(c) Production test (d) Advertising test
10. The last step in DAGMAR model is _____.
(a) audience (b) action
(c) awareness (d) promotion

3. In the advertising agency selection process, the agency should possess which one of the following qualification?
(a) The suitability, agency infrastructure, imaginativeness
(b) Product conflict
(c) Weak financial position of an agency
(d) Good Client turnover
4. Due to the unethical and sharp use of advertising in the early 20th Century, a call for _____ was made by some advertisers in order to avoid giving the control away to the state.
(a) Drug-Regulation (b) Competition Act
(c) Company Act (d) Self-Regulation
5. _____ copy in advertising focuses on the name and goodwill of the advertiser.
(a) Educational (b) Humorous
(c) Institutional (d) Descriptive
6. _____ is a plan that indicates where different elements of an ad are to be placed for effective presentation.
(a) Headline (b) Layout
(c) Copy (d) Animation

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Why is advertising important?

Or

(b) State the features of advertising.
12. (a) Write a note on the legal aspects of advertising.

Or

(b) Describe the objectives of Advertisements Standard Council of India.
13. (a) List out the functions of layout.

Or

(b) Why is copy testing necessary?
14. (a) Discuss the significance of media planning and selection.

Or

(b) What are the advantages of internet advertising?

15. (a) Why is testing advertising effectiveness necessary?

Or

(b) Explain Concurrent testing.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) What are the different types of advertisements? Explain.

Or

(b) Describe the positive and negative effects of advertising.

17. (a) Explain the functions of advertising agencies.

Or

(b) How is advertising regulated in India?

18. (a) Explain the requisites of an advertisement copy.

Or

(b) Describe the qualities of a good copy writer.

19. (a) Explain the problems in media planning.

Or

(b) What makes internet as an effective advertising media?

20. (a) Explain the methods for measuring the effectiveness of an advertisement campaign.

Or

(b) Explain the DAGMAR Model of measuring advertising effectiveness.

(6 pages)

Reg. No. :

Code No. : 10223 E Sub. Code : SABA 21

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Second Semester

Business Administration — Allied

OFFICE MANAGEMENT

(For those who joined in July 2017–2019)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The duties and responsibilities of an office manager are
 - (a) he has to coordinate the work of different sub-units of the office
 - (b) he is responsible to maintain discipline in the office
 - (c) both (a) and (b)
 - (d) none of the above

2. The qualities required to be possessed by an office manager are
 - (a) education and training
 - (b) experience
 - (c) leadership
 - (d) all of these
3. Office layout is important for a business because
 - (a) it increases the efficiency of office work
 - (b) it enhance the utilisation of office space
 - (c) it facilitates supervision
 - (d) all of the above
4. In filing, folders, drawers, cabinets and cupboards are required
 - (a) vertical
 - (b) horizontal
 - (c) centralised
 - (d) decentralised
5. Filing is suitable for small offices
 - (a) vertical
 - (b) horizontal
 - (c) centralised
 - (d) decentralises
6. Is a rough copy of communication emanating from a section of a department
 - (a) note
 - (b) draft
 - (c) summary
 - (d) final order

7. Are issued to convey the same information to a large number of employees of an organisation
- (a) office orders (b) office memos
(c) office circulars (d) none of these
8. FAR stands for
- (a) Fixed Assets Register
(b) Fixed Assets Reacquisition
(c) Fixed Assets Remark
(d) None of these
9. A receptionist should possess which of the following skills
- (a) interpersonal skills
(b) administration skill
(c) organisational skill
(d) all of the above
10. Which is the last step in the process of handling inward mail
- (a) recording the mail
(b) distributing the mail
(c) scrutiny of mail
(d) sorting of mail

Page 3 Code No. : 10223 E

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 typical work activities of an office manager?
- Or
- (b) What are the most vital skills for an office manager?
12. (a) What are the importance of office?
- Or
- (b) Explain in brief virtual office.
13. (a) What is your understanding of the office manager role?
- Or
- (b) What office management software are you familiar with?
14. (a) Explain various types of mail.
- Or
- (b) Explain advantages of E-mail.

Page 4 Code No. : 10223 E
[P.T.O.]

15. (a) Write notes on :
- (i) letter opening machine
 - (ii) numbering and dating machine

Or

- (b) Notes on :
- (i) value post
 - (ii) speed post

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 qualities of office manager.
- Or
- (b) What do you think the biggest strengths of an office manager should be?
17. (a) Explain the various types of indexing.
- Or
- (b) Explain in brief various techniques of indexing.

Page 5 Code No. : 10223 E

18. (a) Difference between office machines and equipment.

Or

- (b) What are the advantages of office management? Explain.

19. (a) What are the factors in selecting office machines? Explain.

Or

- (b) Explain various types miscellaneous machine.

20. (a) Discuss the essential requirements to keep down stationery cost.

Or

- (b) What are the purchase procedure of stationary? Explain.
-

Page 6 Code No. : 10223 E

(6 pages)

Reg. No. :

Code No. : 10220 E Sub. Code : SEBA 6 A

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Sixth Semester

Business Administration

Major Elective — ENTREPRENEURSHIP

(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 of the following risks is born by the entrepreneur?
(a) Financial risks
(b) Personal risks
(c) Psychological risks
(d) All of these

6. IFCI stands for _____
(a) Industrial Finance Corporation of India
(b) Institutional Finance Corporation of India
(c) Industrial Funding Corporation of India
(d) Indian Finance Corporation and Institution
7. Good sources of information for an entrepreneur about competitors can be obtained from _____
(a) Websites
(b) Product information leaflets
(c) Company reports and published accounts
(d) All the above
8. Which of the following is not a source of idea for an entrepreneur?
(a) Cost of the project
(b) Product profile
(c) Imports and exports
(d) Emerging technologies
9. Why should an entrepreneur do a feasibility study for starting a new venture?
(a) To identify possible sources of funds
(b) To see if there are possible barriers to success
(c) To estimate the expected sales
(d) To explore potential customers

Page 3 Code No. : 10220 E

2. _____ entrepreneurs neither introduce new changes nor adopt new methods innovated by others.
(a) Technical (b) Fabian
(c) Induced (d) Business
3. Registration helps the entrepreneur to take necessary _____ steps to bring industrial units into existence.
(a) Provisional (b) Permanent
(c) Both of these (d) None of these
4. Large investment is made in fixed assets, the project will be termed as _____
(a) Capital intensive (b) Labor Intensive
(c) Product Intensive (d) market intensive
5. The business development department of SIPCOT guides entrepreneurs in _____
(a) Applying for licenses
(b) Approval on collaboration
(c) Allocation of scarce raw materials
(d) All the above

Page 2 Code No. : 10220 E

10. Which of the following is a remedy to solve the problems of women entrepreneurs?
(a) Social attitude (b) Finance cells
(c) Stiff competition (d) Supervision

PART B — (5 × 5 = 25 marks)

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

11. (a) State the personality traits of successful entrepreneur.

Or

- (b) Discuss the role of entrepreneur.

12. (a) Explain the criteria for product selection.

Or

- (b) Examine the need of manpower in entrepreneurship.

13. (a) Give a short note on SISI.

Or

- (b) Give a short note on SIDBI.

Page 4 Code No. : 10220 E

[P.T.O.]

14. (a) Why it is necessary to prepare a project report?

Or

(b) List out the stages of project identification.

15. (a) Explain the methods of project appraisal.

Or

(b) State the components of market feasibility.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Discuss the types of entrepreneurs.

Or

(b) Why entrepreneurship is a great career option for young adults? Explain.

17. (a) Determine the procedure for registration and licensing.

Or

(b) Elaborate the forms of ownership.

Page 5 Code No. : 10220 E

18. (a) State the incentives to small scale industries.

Or

(b) Identify the remedial measures for sick units.

19. (a) Examine the contents of project report.

Or

(b) Determine the need and objectives of project report.

20. (a) Explain the purpose and components of economic feasibility.

Or

(b) Discuss the top qualities of women entrepreneur.

Page 6 Code No. : 10220 E

(6 pages)

Reg. No. :

Code No. : 10215 E Sub. Code : SMBA 61

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Sixth Semester

Business Administration — Core

RETAIL 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 retailer is a person who sells the goods in a _____
- (a) large quantities (b) small quantities
(c) both (a) and (b) (d) none of the above

5. Factory outlets can be differentiated from an off price chain on the basis of _____
- (a) degree of departmentalization
(b) ownership
(c) pricing strategy
(d) continuity of merchandise
6. A retailer's _____ is the key to its ability to attract customers.
- (a) pricing system (b) promotion system
(c) store location (d) store personnel
7. Departmental stores mainly use
- (a) loop layout system (b) grid layout system
(c) free layout system (d) none of the above
8. Multiple shops are also known as
- (a) Self service stores (b) Chain stores
(c) Shopping by post (d) Departmental stores
9. What term describes a retail format which did not prove effective online?
- (a) online shopping mall
(b) online intermediary
(c) internet pure play
(d) bricks and clicks retailer

Page 3 Code No. : 10215 E

2. A multi channel retailer sells merchandise
- (a) Over the telephone
(b) Over the internet
(c) Through personal selling and retail store only
(d) Through more than one channel
3. A _____ is a group of retail business planned, developed, owned and managed as a unit.
- (a) shopping centre
(b) hyper market
(c) merchant wholesaler
(d) franchise
4. Retail assortment are looking more and more alike because _____
- (a) stores are clustered to gather to increase their customer pulling power
(b) customer to-day are more focused on service differentiation
(c) national brand manufactures have placed their products almost everywhere
(d) market segmentation has proven ineffective

Page 2 Code No. : 10215 E

10. Which of the followings are wheel of retailing to challenge competitors?
- (a) Low price (b) Affordable services
(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 functions of a retailer?
- Or
- (b) Briefly explain the role of retailers in distribution channel.
12. (a) Write a note on unorganized retail and its features.
- Or
- (b) What are the advantages and disadvantages of independent stores?
13. (a) Identify the reasons for site selection in retail.
- Or
- (b) Point out the demerits of rural area for retail store.

Page 4 Code No. : 10215 E

[P.T.O.]

14. (a) What are the functions of a store manager?

Or

(b) What are the characteristics of signage?

15. (a) Mention the reasons for the change of trends in retailing.

Or

(b) Write note on electronic retailing.

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 importance of retailing.

Or

(b) Explain the services performed by retailers to wholesales and consumers.

17. (a) Describe the different process in customer buying behaviour.

Or

(b) Explain the features, merits and demerits of non-store based retailing.

18. (a) What are the factors to be considered to choose the retail location?

Or

(b) Explain the different types of retail location and mention their specialties.

19. (a) What are the factors determine the store design?

Or

(b) Explain the different steps for designing store layout.

20. (a) Describe the strategic retail planning process.

Or

(b) Elucidate the unethical practices used by the retailers towards consumers.

(8 pages)

Reg. No. :

Code No. : 10216 E Sub. Code : SMBA 62

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Sixth Semester

Business Administration — Core

FINANCIAL 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. Financial decisions involve with _____
- (a) investment, financing and dividend decisions
 - (b) investment, financing and sales decisions
 - (c) financing, dividend and cash decisions
 - (d) none of the above

6. the rate of discount at which NPV of a project becomes zero is also known as
- (a) Average rate of return
 - (b) Internal rate of return
 - (c) Alternative rate of return
 - (d) None of the above

7. Agency cost consists of _____
- (a) binding
 - (b) monitoring
 - (c) opportunity and structure cost
 - (d) all of the above

8. Finance function comprises _____
- (a) safe custody of funds only
 - (b) expenditure of funds only
 - (c) procurement of finance only
 - (d) procurement and effective use of funds

9. What is the primary goal of financial management?
- (a) to minimize the risk
 - (b) to maximize the owners wealth
 - (c) to maximum the returns
 - (d) to raise profit

2. Factoring is a method of raising _____
- (a) long term finance
 - (b) medium term finance
 - (c) short term finance
 - (d) all the above

3. Debenture securities carry _____
- (a) voting rights and dividend
 - (b) interest and voting rights
 - (c) interest and dividend
 - (d) interest only

4. Use of fixed interest securities in the capital structure is called _____
- (a) operating leverage (b) financial leverage
 - (c) overall leverage (d) none of the above

5. What are the consideration in designing capital structure of a corporate?
- (a) Trading and equity
 - (b) Cost of capital
 - (c) Profitability
 - (d) All of the above

Page 2 Code No. : 10216 E

10. GST is a consumption of goods and service tax based on _____
- (a) development (b) dividend
 - (c) destiny (d) duration
 - (e) destination

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain "Financial decision".

Or

- (b) Describe the nature of financial management.

12. (a) What is cost of capital? Classify the cost of capital.

Or

- (b) Explain importance of cost of capital.

13. (a) Discuss the objectives of cash management.

Or

Page 3 Code No. : 10216 E

Page 4 Code No. : 10216 E

[P.T.O.]

- (b) The balance sheet of national steel Ltd, as on 31.3.05 is as under :

Liabilities	Balance sheets		
	Rs.	Assets	[P.T.Ds]
Share capital	200	Land and building	60
Reserves and surplus	160	Plant and machinery	200
Terms loans	160	Inventories	200
Sundry creditors	120	Debtors	220
Provision for taxation	60	Cash and bank	20
	<u>700</u>		<u>700</u>

The company's turnover for 2004 was 1200 lakhs. It anticipates a sale turnover of Rs. 1800 lakhs in 2005-06. Estimate the working capital requirement for 2005-06.

14. (a) Write short notes on :

- (i) Accounting rate of return
(ii) Internal rate of return.

Or

- (b) A project cash Rs. 5,00,000/- and yield annually a profit of Rs. 80,000 after depreciation at 12% p.a. but before tax of 50% calculate pay back period.

Page 5 Code No. : 10216 E

18. (a) Cost sheet of a company provides the following particulars. Raw materials 40%; labour 10%; overheads 30%.

The following details are also available

- (i) raw materials remain in stocks for 6 weeks
(ii) processing time - 4 weeks
(iii) finished goods are in stock for 5 weeks
(iv) period of credit allowed to debtor 10 weeks
(v) lag in payment of wages 2 weeks
(vi) period of credit allowed by creditors 4 weeks
(vii) selling price Rs. 50 per unit
(viii) production in units 13,000/- p.a.

Prepare an estimate of working capital.

Or

- (b) Explain importance of working capital.

19. (a) Calculate discounted pay back period from the following information.

Cost of the project = Rs. 3,00,000

Life of the project = 5 years

Annual cash inflows = Rs. 1,00,000

Year	1	2	3	4	5
P.V factor @10%	0.909	0.826	0.751	0.683	0.621

Or

Page 7 Code No. : 10216 E

15. (a) Explain about "stock dividend".

Or

- (b) A company's current year dividend is Rs. 3 per share. Pre capitalization rate is 12%. What would be the price of the company's share if
(i) Growth in dividend is 0
(ii) Growth in dividend's is 8% p.a. for ever.

PART C — (5 × 8 = 40 marks)

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

16. (a) Discuss the functions of financial management.

Or

- (b) Compare profit maximization and wealth maximization.

17. (a) The book value per share of Maruti Ltd is Rs. 200/-. The return on equity is expected to be 10%. The company follows a dividend policy of 60% payout. What is the price of the share if the capitalization rate is 12%.

Or

- (b) Write short notes on :
(i) Book value
(ii) Market value.

Page 6 Code No. : 10216 E

- (b) Alpha company Ltd, has an all equity capital structure consisting of 20,000/- equity shares of Rs. 100 each. The management plans to raise Rs. 30 lakhs to finance a programme of expansion. There alternative methods of financing are under consideration.

- (i) Issue of 30,000 new shares of Rs. 100 each.
(ii) Issue of 30,000 8% debentures of Rs. 100 each.
(iii) Issue of 30,000 8% preference shares of 100 each.

The company's expected earnings before interest and taxes [EBIT] is Rs. 100 laks. determine the earnings per share in each alternative assuming's corporate tax rate of 50 per cent. Which alternative is best and why?

20. (a) Explain the factors affecting the dividend policy of a firm.

Or

- (b) Discuss the different dividend models in detail.

Page 8 Code No. : 10216 E

(6 pages)

Reg. No. :

Code No. : 10217 E Sub. Code : SMBA 63

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Sixth Semester

Business Administration — Core

HUMAN RESOURCE 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. Which one of the following is an operational function of Human resource management?
(a) planning
(b) co-ordinating
(c) controlling
(d) Human resource development
6. Which one is not an advantage of external source of recruitment?
(a) new blood (b) more competition
(c) less expensive (d) less partial
7. How performance appraisal can contribute to a firm's competitive advantage?
(a) ensures legal complaints
(b) minimizing job dissatisfaction
(c) improves performance
(d) all the above
8. Successful defenders use performance appraisal for identifying _____
(a) staffing needs (b) job behaviour
(c) training needs (d) none of the above
9. Parties to industrial relation are
(a) ILO, Govt, Association Employees
(b) ILO, Govt, IMF
(c) ILO, Board of Directors, Association of Employees
(d) Govt, Board of Directors, Association of Employees

Page 3 Code No. : 10217 E

2. The problems of employees at work are solved through
(a) organizational environment
(b) rational policies
(c) organizational climate
(d) none of the above
3. On the date of joining the employee is introduced to the company and other employees is called as _____
(a) training (b) induction
(c) introduction (d) fresher welcome
4. Which one of the following is not a part of the process of human resource planning?
(a) Implementation of HR plan
(b) Analysing the organisational objectives
(c) Analysing the existing HR
(d) Recruitment
5. _____ can be defined as process of choosing right person for the right job.
(a) Selection (b) Recruitment
(c) Induction (d) Orientation

Page 2 Code No. : 10217 E

10. Which of the following department has major interest in harmonious industrial relations?
(a) HR (b) Production
(c) Finance (d) Marketing

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 objectives of human resource management?
Or
(b) Point out the characteristics of Human resource management.
12. (a) Briefly explain the need for Human resource planning.
Or
(b) Mention the steps involved in job analysis process.
13. (a) Distinguish between recruitment and selection.
Or
(b) What are the advantages and disadvantages of on-the-job training?

Page 4 Code No. : 10217 E

[P.T.O.]

14. (a) What are the guidelines to overcome the performance evaluation problems?

Or

(b) Write about the types of promotion.

15. (a) Identify the need for good industrial relation.

Or

(b) What are the advantages of grievance redressal procedure?

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 Human resource management.

Or

(b) Explain the role of Human resource manager in an organisation.

17. (a) Explain the methods of collecting data for job analysis.

Or

(b) What are the guidelines for effective human resource planning?

Page 5 Code No. : 10217 E

18. (a) Explain the different types of selection test.

Or

(b) Elucidate the internal sources of recruitment.

19. (a) Identify the need and importance of performance evaluation.

Or

(b) List out the purposes of transfer.

20. (a) Explain the grievance redressal methods.

Or

(b) How to improve industrial relation in an organisation?

Page 6 Code No. : 10217 E