

(6 pages)

Reg. No. :

Code No.: 30439 E

Sub. Code: AEBA 51

B.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2023

Fifth Semester

Business Administration — Major Elective

RETAIL 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. Retailing means sale of goods or commodities in _____ quantities directly to consumers.
(a) Micro (b) Bulk
(c) Small (d) Wholesale
2. In retailing there is a direct interaction with _____
(a) Producer (b) customer
(c) wholesaler (d) all of these

3. A retailer's _____ is the key to its ability to attract customers.
- (a) location (b) pricing system
(c) promotion system (d) Store personnel
4. _____ is very important for retail store
- (a) product (b) site
(c) transportation (d) machine
5. A proper layout of a store increases _____
- (a) product (b) efficiency
(c) transportation (d) machine
6. Visual merchandising and store design plays important role in _____
- (a) Store advertising (b) marketing
(c) Store layout (d) Store interiors
7. In the today's competition worlds every organization want give proper service to the customers with the help of _____
- (a) Supply chain management
(b) Retail Management
(c) Sales management
(d) None of these

8. CPFR stands for
- (a) Collection, Planning, Forecasting and Replenishment
 - (b) Collaborative, Planning, Forecasting and Replenishment
 - (c) Collaborative, Planning, Forecasting and Retail
 - (d) Coordinating, Planning, Forecasting and Replenishment
9. Which element of promotional mix is preferable if the marketer wants to get immediate feedback?
- (a) sales promotion
 - (b) public relations
 - (c) personal selling
 - (d) direct marketing
10. Internet marketing and telemarketing are the recent trends in _____ business.
- (a) retail
 - (b) wholesale
 - (c) conventional
 - (d) manufacturing

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 scope of retailing.
- Or
- (b) Differentiate between organized and unorganized retailing.
12. (a) How can a retailer find an optimum location?
- Or
- (b) Discuss some benefits of urban location.
13. (a) Explain types of retail Layout.
- Or
- (b) Describe the elements of Visual merchandising.
14. (a) Bring out the Components of Retail Supply Chain Management.
- Or
- (b) Discuss the importance of retail logistics.

15. (a) Write a comprehensive note of Retail promotion strategies.

Or

- (b) Explain about emerging trends in retailing.

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 retailing.

Or

- (b) Explain retail as a career.

17. (a) Explain the process of strategic retail planning.

Or

- (b) Define retail location. Explain types of location.

18. (a) Discuss the principles of Visual merchandising.

Or

- (b) Explain the pricing strategies of retailers.

19. (a) Evaluate the Supply chain Management in retail sector.

Or

(b) Discuss the Process of CPFR.

20. (a) Explain retail promotion mix strategy.

Or

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

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AESL 61

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration

Major Elective — SERVICES MARKETING

(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. The largest share of GDP in India come from _____
 - (a) agriculture and allied sectors
 - (b) manufacturing, construction and gas
 - (c) service sector
 - (d) defence and public administration

2. Distinct characteristic of services is _____
 - (a) inseparability (b) perishability
 - (c) intangibility (d) variability
3. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called _____
 - (a) Place mix
 - (b) Physical evidence mix
 - (c) Process mix
 - (d) People mix
4. In addition to the traditional four Ps, the services marketing mix includes _____
 - (a) Process, physical evidence and purpose
 - (b) People, process and physical evidence
 - (c) Product, people and physical environment
 - (d) Public, process and practice
5. _____ is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.
 - (a) Front end planning
 - (b) Service blueprinting
 - (c) Service standardization
 - (d) None of these

6. Important components of internal service quality include all of the following except _____
- (a) Customer referrals
 - (b) Rewards and recognition
 - (c) Workplace design
 - (d) Job design
7. In this pricing strategy mostly services are sold at different prices by the same provider in different markets is known as _____
- (a) Price differentiation
 - (b) Price discrimination
 - (c) Market pricing
 - (d) Marketing Myopia
8. A triangle of company, customers, employees, internal marketing, external marketing communications and interactive marketing is known as _____
- (a) Marketing triangle
 - (b) Service triangle
 - (c) Communication triangle
 - (d) Both (a) and (b)

9. Among many services, the demand for medical services tends to be _____
- (a) Inelastic
 - (b) Elastic
 - (c) Substitute demand
 - (d) Price cross elastic demand
10. _____ is a very powerful pull marketing strategy for tourism products.
- (a) Word of mouth
 - (b) Trade show promotion
 - (c) Sales promotion
 - (d) Exhibitions

PART B — (5 × 5 = 25 marks)

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

11. (a) How is service sector developed?
Or
(b) Describe the nature and scope of services.
12. (a) How do you calculate service market potential?
Or
(b) Write a note on positioning of services.

13. (a) Describe the stages in a service life cycle.

Or

(b) What is service blue print? Describe its importance.

14. (a) What is the role of service channels?

Or

(b) What are the three arms of service marketing triangle?

15. (a) List out the marketing strategies for healthcare.

Or

(b) What are the elements of tourism services?

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 features of services.

Or

(b) What are major marketing challenges of services?

17. (a) Discuss about the classification of services.

Or

(b) What are the 7 P's in the marketing mix for services?

18. (a) Explain the new service development process.

Or

(b) Explain the GAP model of service quality.

19. (a) How do you create a service delivery system?

Or

(b) What are the tools of integrated service marketing communication? Explain.

20. (a) Describe the marketing strategies used in hospitality industry.

Or

(b) What are the principles of logistics? Explain.

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fifth Semester

Business Administration – Core

FINANCIAL 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. Financial management is mainly concerned with _____.
 - (a) Acquiring financial resources for firm's activities
 - (b) Utilizing financial resources for firms activities
 - (c) Procurement of funds of the enterprise
 - (d) All of the above

2. Time preference for money prevails because
- Goods will become dearer after a time
 - The worth of money in hand is more than the same amount which we received after a particular period
 - Money facilitates purchase of necessary amenities in time
 - Goods will become cheaper after a time period
3. The mix of debt and equity in a firm is referred to as a firm's _____.
- Primary capital
 - Capital composition
 - Cost of capital
 - Capital structure
4. _____ is the price at which the share is traded in the market.
- Market value
 - Face value
 - Maturity value
 - Redemption value
5. When _____ is greater than zero the project should be accepted?
- Internal Rate of Return
 - Profitability Index
 - Net Present Value
 - Modified Internal Rate of return

6. _____ analysis is done to ascertain financial viability of a project.
- Network
 - Financial
 - Techno-economic
 - Investment
7. Which is the type of dividend
- Cash Dividend
 - Interest
 - Profit cum reserve
 - Flexible capital
8. The one of the following is the relevance theory
- Gordon
 - Walter
 - Residual
 - Both (a) and (b)
9. Gross working capital is based on _____.
- Accrual concept
 - Money measurement concept
 - Going concern concept
 - Realization concept
10. Which of the following is not an application of working capital?
- Day to day expenditure of business
 - Current obligations for payment
 - Expenditure in the usual course of business
 - Expenditure to acquire capital

PART B — (5 × 5 = 25 marks)

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

11. (a) How would you view financial management as a science or an art?

Or

- (b) Given the time value of money as 10%, you are required to find out the present value of future cash flows that will be received over next four years

Year	1	2	3	4
Cash inflows (Rs.)	1,000	2,000	3,000	4,000

12. (a) Explain the concept of cost of capital.

Or

- (b) X Ltd is expecting an annual EBIT of Cash inflows (Rs.) 1 Lakh. The company has Cash inflows (Rs.) 4.00 lakhs in 10 % debentures. The cost of equity capital is 12.5%. The company desires to redeem debentures of Rs. 1.00 lakh by issuing additional equity shares of Rs. 1.00 lakh. You are required to calculate the total value of the firm. Also state the overall cost of capital.

13. (a) Distinguish between Net Present Value method and Internal Rate of Return method of capital budgeting.

Or

- (b) The directors of Alpha Limited are contemplating the purchase of a new machine to replace a machine which has been in operation in the factory for the last 5 years., you are required to submit your recommendations based on the following information:

	Existing Machine	New Machine
Initial cost	Rs. 40,000	Rs. 60,000
Estimated life of machine	10 years	10 Years
Machine hours per annum	2,000 hours	2,000 hours
Wages per running hour	Rs. 3	Rs. 5.25
Power per annum	Rs. 2,000	Rs. 4,500
Consumable stores per annum	Rs. 2,000	Rs. 4,500
Other expenses per annum	Rs. 8,000	Rs. 9,000
Cost of materials per unit	Rs. 0.50	Rs. 0.50
Number of units produced per hour	24	36
Selling price per unit	Rs. 1.25	Rs. 1.25

Depreciation has to be charged according to straight line method.

14. (a) What are the considerations to be kept in mind when a company issues right shares?

Or

- (b) The following are the details regarding Hema & Co.

$r = 8\%$, $K = 10\%$. $E = \text{Rs. } 10$, you are required to calculate the effect of dividend payments on the profits of the company under the following different situations

- (i) When no dividend is paid
- (ii) When dividend is paid at Rs. 4 per share
- (iii) When dividend is paid at Rs. 8 per share

15. (a) State the impact of inadequate working capital.

Or

- (b) A proforma cost sheet of a company provides the following particulars:

Elements of cost material 40%; Direct labour 20%; overheads 30%. It is proposed to maintain a level of activity of 50,000 units. Selling price is Rs. 5 per unit.

Raw materials are expected to remain in stores for an average period of one month. Material will be in process on average of half a month. Finished goods are required to be in stock for an average period of one month. Credit allowed to debtors to two months. Credit allowed by suppliers is one month.

You are required to prepare the schedule of changes in working capital.

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PART C — (5 × 8 = 40 marks)

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

16. (a) Financial management is nothing but managerial decision making on asset mix, capital mix and profit allocation"- Explain.

Or

- (b) Explain the relevance of time value of money in financial decisions.

17. (a) Show the similarity of net operating income (NOI) approach and MM approach on the issue of optimum capital structure.

Or

- (b) XY Ltd., has assets of Rs. 1,60,000 which have been financed with Rs. 52,000 of debt and Rs. 90,000 of equity and a general reserve of Rs. 18,000. The firm's total profit after interest and taxes for the year ended 31st March 2022, were Rs. 13,500. It pays 8% interest on borrowed funds and is in the 50% tax bracket. It has 900 equity shares of Rs. 100 each selling at a market price of Rs. 120 per share. What is the weighted average cost of capital?

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18. (a) Explain about Internal Rate of Return (IRR) method and state its merits in evaluating capital expenditure.

Or

- (b) A company is considering investing in a project requiring a capital outlay of Rs. 2,00,000. Forecast for annual income after depreciation but before tax is as follows

Year	1	2	3	4	5
Cash flows (in Rs.)	1,00,000	1,00,000	80,000	80,000	40,000

Depreciation may be taken as 20% on original cost and taxation at 50% of net income. You are required to calculate Discounted payback period.

- (i) Pay back period method
(ii) Rate of return on average investment method.
19. (a) Discuss Walter Model and Gordon Model of share valuation via-dividend policy.

Or

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- (b) Following are the details regarding Beta Ltd. $r = 10\%$; $K_e = 10\%$; $E = \text{Rs. } 8$. Calculate the value of the equity share of each of these companies applying Walter's formula when dividend pay-out ratio (D/P ratio) is:

- (i) 50 %,
(ii) 75%,
(iii) 25 %.

20. (a) Explain the various reasons behind holding of cash by the companies although idle cash earns no return.

Or

- (b) Accurate Ltd, has planned to sell 6,00,000 units of output in the coming year. The cost structure of the company's product for the desired level of production is given below

Raw material Rs. 30/unit

Manufacturing expenses Rs. 10/unit

Other Overheads Rs. 25/unit

Total Cost Rs. 65/unit

Selling Price Rs. 80/ unit

Profit Rs. 15

Examination of past trend reveals

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- (i) Raw materials are held in stock for 1 month
- (ii) Work-in -Progress inventory is equal to half month's production
- (iii) Finished good remain in the warehouse for a month
- (iv) Three month's credit is allowed to the debtors
- (v) Manufacturing expenses are expected to occur evenly during the year.

You are required to (1) Calculate the investment in various assets and (2) Estimate the gross working capital requirement if the desired cash balance is 5 % of gross working capital.

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

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. A ledger:
 - (a) Is known as a worksheet
 - (b) Can replace the financial statements
 - (c) Includes all company accounts and their related balances
 - (d) Is the same as a chart of accounts

2. Business transactions are first recorded in the:
- (a) Ledger
 - (b) Journal
 - (c) Trial balance
 - (d) Interim statement
3. Suspense account having credit balance will be shown on the
- (a) Credit side of the profit and loss A/c
 - (b) Liabilities side of the balance sheet
 - (c) Assets side of the balance sheet
 - (d) Debit side of the profit and loss A/c
4. Balance sheet is a
- (a) Subsidiary
 - (b) Ledger
 - (c) Statement
 - (d) Journal
5. Under the straight line method of charging depreciation, depreciation _____.
- (a) Increases every year
 - (b) Decreases every year
 - (c) Is constant
 - (d) Fluctuate every year

6. Depreciation is provided on
- (a) Current asset
 - (b) Fixed asset
 - (c) Fictitious asset
 - (d) Investment
7. Which of the following is an example of non trading organisation
- (a) Public hospital
 - (b) Public educational institutions
 - (c) Clubs
 - (d) All of these
8. _____ prepare receipts and payment account, income and expenditure account and balance sheet
- (a) Non Profit Organisations
 - (b) Manufacturing organisations
 - (c) Multinational organisations
 - (d) Transnational organisations

9. Convergence to IFRS means
- (a) Arguments against the standards
 - (b) Alignment to the standards
 - (c) Conflicting against the standards
 - (d) Challenging the standards
10. Expand IASB
- (a) Indian Accounting Standards Board
 - (b) International Accounting System of Banking
 - (c) Indian Accounting System of Banking
 - (d) International Accounting Standards Board

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the importance of financial accounting.
- Or
- (b) What are subsidiary books? Explain.

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12. (a) P & Co. is in business dealing in pest control. Its owner, K. Mondal, employs a team of eight workers who were paid Rs. 3,000 per month each in the year to 31 December, 2015. At the start of 2016 he raised salaries by 10% to Rs. 3,300 per month each. On 1 July, 2016, he hired a trainee at a salary of Rs. 2,100 per month. He pays his work force on the first working day of every month, one month in arrear, so that his employees receive their salary for January on the first working day in February etc.

You are required to:

- (i) Calculate the amount of salaries which would be charged in the Profit and Loss Account of P and Co. for the year ended on 31 December, 2016.
- (ii) Calculate the amount actually paid in salaries during the year.

Or

- (b) What is the difference between outstanding expenses and prepaid expenses?

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13. (a) If a machine costs Rs. 1,20,000 on 1.1.2017, has a salvage value at Rs. 20,000 and a life of 10 years, assuming the accounting year ends on 31st December, calculate annual depreciation using straight line method.

Or

- (b) What is insurance policy depreciation method? Explain.
14. (a) From the following details calculate the amount of subscriptions to be credited to Income and Expenditure Account of the year 2016.
- (i) Subscriptions received during the year 2016 Rs. 7,000
- (ii) Subscriptions outstanding at the beginning of 2016 Rs. 1,400
- (iii) Subscriptions outstanding at the closing of 2016 Rs. 1,600

Or

- (b) What is subscription? How is it calculated?

15. (a) Describe the need of harmonization with Global Accounting Standards.

Or

- (b) Write a note on Indian accounting standards.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Write about accounting principles and explain their importance in recording the financial transactions.

Or

- (b) Suresh started business as a coal merchant on 1st October, 2004. He put into the business Rs. 5,500 cash which he put in to the Bank. His other transactions were

		Rs.
October 1	Drew cheque for office use	250
4	Purchased account books and stationery	50
6	Sold for cash 5 cwt of coal @ Rs. 20 years cwt	
8	Paid wages	25

Rs.

12 Paid by cheque to Narasimhan the amount due less 5% cash discount	
16 Norwood paid his account by cheque less 2 ½ % cash discount	
17 Paid rent out of cash	100
31 Paid salaries out of Bank	150
31 Drew for Domestic use cheque	200

Write up a three column cash book incorporating the above transactions

17. (a) Explain the purpose of Trading, Profit and Loss Account and Balance Sheet.

Or

- (b) Prepare the Trial Balance of M/s. Radhi and Co. for the year ended on 30th June, 2007 from the following figures: capital Rs. 46,000, Cash Rs. 2,400, Commission (Dr.) Rs. 500, Purchases Rs. 23,800, Bank Rs. 5,100, Drawings Rs. 1,240, Discount (Dr.) Rs. 250, Salaries Rs. 3,710, Furniture Rs. 2,200, Wages Rs. 9,270, Sales Rs. 40,960, Rent Rs. 2,520, Debtors Rs. 27,040, Sundry expenses Rs. 40,120, Creditors Rs. 8,840, Machinery Rs. 6,600, Advertisements Rs. 600, Opening stock Rs. 6,000.

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18. (a) Explain the importance of depreciation.

Or

- (b) A company purchased a second hand plant for Rs. 30,000. It immediately spent on it Rs. 5,000. The plant was put to use on 1-1-1990. After having used it for 6 years, it was sold for Rs. 15,000. You are required to prepare the plant account for all the six years providing depreciation at 10% p. a. on original cost.
19. (a) From the Receipt and Payment Account given below, prepare the Income and Expenditure Account of Clean Delhi Club for the year ended March 31, 2014.

Receipt and Payment Account for the year ending March 31, 2014

Dr.	Amount Payments	Cr.	
	Rs.	Amount	
		Rs.	
Balance b/d	3,200	Salary	1,500
(Cash in hand)			
Subscriptions	22,500	Rent	800
Entrance Fees	1,250	Electricity	3,500
Donations	2,500	Taxes	1,700

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Dr.	Amount	Payments	Cr.	Amount
	Rs.		Rs.	
Rent of hall	750	Printing and Stationery		380
Sale of investments	3,000	Sundry expenses		920
		Books purchased		7,500
		Govt. bonds purchased		10,000
		Fixed deposit With bank (on 31.03.2014)		5,000
		Balance c/d		
		Cash in hand	400	
		Cash at bank	1,500	
	<u>33,200</u>			<u>33,200</u>

Or

- (b) Distinguish between Receipts and Payments Account and Income and Expenditure Account.

20. (a) Explain the features of International Financial Reporting standards.

Or

- (b) Discuss the salient features of accounting standards issued by ICAI.

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B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Fourth Semester

Business Administration – Core

COST AND MANAGEMENT ACCOUNTING

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Costing refers to the techniques and processes of _____
 - (a) ascertainment of costs
 - (b) apportion of costs
 - (c) supply of costs
 - (d) deviation of costs

2. Indirect material used in production is classified as _____
- (a) office overhead
 - (b) selling overhead
 - (c) distribution overhead
 - (d) production overhead
3. An increase in selling price _____
- (a) increases the break-even point
 - (b) decreases the break-even point
 - (c) does not affect the break-even point
 - (d) optimize the breakeven point
4. Selling price per unit Rs. 10; Variable cost Rs. 8 per unit; Fixed cost Rs. 20,000; Break-even production in units _____.
- (a) 16,300 (b) 2,000
 - (c) 10,000 (d) 2,500
5. The ratio which indicates earnings per share reflected by the market price is _____.
- (a) retained earnings ratio
 - (b) payout ratio
 - (c) earnings per share
 - (d) price earnings ratio

6. Sales - Gross Profits = _____
- (a) net profit
 - (b) cost of production
 - (c) administrative expenses
 - (d) cost of goods sold
7. Current liabilities are equal to _____.
- (a) Working capital + Current assets
 - (b) Work-capital - Current assets
 - (c) Current assets - Working capital
 - (d) Current assets + Working capital
8. Cash from operations is equal to
- (a) Net profit plus increase in outstanding expenses
 - (b) Net profit plus increase in debtors
 - (c) Net profit plus increase in stock
 - (d) Net profit plus decrease in stock
9. The budget said as resource planning and redeployment process is _____
- (a) Master budget (b) Flexible budget
 - (c) Fixed budget (d) Zero base budgeting

10. Operation budgets normally cover a period of _____.
- one year or less
 - one to five years
 - one to two years
 - one to ten years

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the nature of financial accounting.
- Or
- (b) Discuss the objectives of cost accounting.
12. (a) A furniture company uses sun mica tops for dining tables.
- It provides the following data.
- Standard quantity of sun mica per dining table 4 sq.ft
- Standard price per sq.ft. of sun mica Rs. 5
- Planned production of dining tables 1,200

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Actual production of dining tables 1,000

Sun mica actually used 4,300 sq. ft

Actual purchase price of sun mica per sq. ft
Rs.5.50

Calculate Material cost variance.

Or

- (b) From the following data calculate Break-even point expressed in amount of sales in rupees.
- Selling price Rs. 20 per unit
- Variable cost Rs. 12 per unit
- Fixed cost Rs. 2,40,000

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

Liabilities	Rs.	Assets	Rs.
Equity share capital	1,25,000	Plant and Machinery	2,00,000
Preference share capital	50,000	Furniture	12,140
Reserves	55,000	Current assets	1,69,500
Profit and Loss A/c	35,000		
Current Liabilities	1,16,640		
	<u>3,81,640</u>		<u>3,81,640</u>

Or

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- (b) The following information relates to Mishra & Co. for the year 2003, calculate current ratio :

Current Assets	Rs. 5,00,000
Current Liabilities	Rs. 2,00,000

14. (a) What do you mean by funds from operations? Explain.

Or

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

	31 st December	
Assets	2012	2013
Cash	3,000	4,700
Accounts receivable	12,000	11,500
Land	5,000	6,600
Stock	8,000	9,000
	<u>28,000</u>	<u>31,800</u>
Liabilities		
Accounts payable	7,000	4,500
Capital	20,000	25,000
Retained earnings	1,000	2,300
	<u>28,000</u>	<u>31,800</u>

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

Or

- (b) From the following particulars, prepare a Production Budget of a Company for the year ended March 31st 2014.

Product	Sales (units) (as per sales budget)	Estimated stocks (units)	
		01.04.2014	31.03.2014
A	1,50,000	14,000	15,000
B	1,00,000	5,000	14,500
C	70,000	8,000	8,000

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

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

Or

- (b) List and explain the steps in preparation of cost sheet.

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17. (a) Explain the advantages and limitations of variance analysis.

Or

- (b) From the following data calculate:

- (i) P/V Ratio
(ii) Profit when sales are Rs. 20,000 and 100
(iii) New Break-even point if selling price is reduced by 2.0%

Fixed expenses: Rs. 40,000 Breakeven point Rs. 10,000

18. (a) Given:

Current Ratio – 2.6

Liquid Ratio – 1.4

Working Capital – Rs. 1,10,000

Calculate: (i) Current Assets (ii) Current Liabilities (iii) Liquid Assets and (iv) Stock

Or

- (b) Calculate Gross Profit Ratio from the following figures:

Sales – Rs. 5,00,000

Sales return – Rs. 50,000

Closing stock – Rs. 35,000

Opening stock – Rs. 70,000

Purchases – Rs. 3,50,000

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19. (a) Statement of financial position of XYZ limited are given below :

	1.1.2013	31.12.2013		1.1.2013	31.12.2013
Accounts payable	29,000	25,000	Cash	40,000	30,000
Capital	7,39,000	6,15,000	Debtors	20,000	17,000
			Stock	8,000	13,000
			Buildings	1,00,000	80,000
			Fixed assets	6,00,000	5,00,000
	<u>7,68,000</u>	<u>6,40,000</u>		<u>7,68,000</u>	<u>6,40,000</u>

Additional information :

- (i) There were no drawings

- (ii) There was no purchase or sale of either building or fixed assets.

Prepare cash flow statement.

Or

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

Liabilities	2012	2013	Assets	2012	2013
Share capital	5,00,000	7,00,000	Land and Building	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

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Liabilities	2012	2013	Assets	2012	2013
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) List and explain the various types of budgets.

Or

(b) For production of 10,000 LED bulbs the following are the budgeted expenses.

	Per Unit
	Rs.
Direct Material	60
Direct labour	30
Variable overhead	25
Fixed overhead (Rs. 1,50,000)	15
Variable expenses (direct)	5
Selling expenses (10%) fixed	15
Administration expenses (Rs. 50,000 rigid for all levels of production)	5
Distribution expenses (20%) fixed	5
Total cost of sale per unit	160

Prepare a budget for the production of 6,000, 7,000 and 8,000 LED bulbs.

(6 Pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

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. HRM is concerned with _____ dimensions in management.
(a) Finance (b) Customer
(c) People (d) Research
2. The _____ focuses his attention in providing and improving welfare facilities to employees.
(a) HR manager (b) Functional manager
(c) Arbitrator (d) Adjudicator

3. In _____ interview the candidate is interviewed by a group of company experts.
(a) Panel (b) Group
(c) Stress (d) Structured
4. _____ is the process of finding and attracting capable applicants for employment.
(a) Recruitment (b) Selection
(c) Interview (d) Placement
5. Transfer undertaken to rectify faulty selection and placement of employee is termed as _____ transfer.
(a) Remedial (b) Production
(c) Shift (d) Penal
6. Training in an environment which is very similar to the real environment
(a) Apprenticeship (b) Vestibule
(c) Classroom (d) MBO
7. Performance based pay is also known as _____
(a) Wages (b) Incentive
(c) Basic salary (d) Allowance

8. Constant high level of stress cause ————
(a) Distress (b) Eustress
(c) Hyper stress (d) Conflict
9. ———— consists of negotiation between an employer and a group of workers to determine the conditions of employment.
(a) Collective agreement
(b) Collective bargaining
(c) Mutual interest
(d) Distributive agreement
10. ———— grievance refers to grievance without any basic or valid reason.
(a) Factual (b) Disguised
(c) Imaginary (d) None of the above

PART B — (5 × 5 = 25 marks)

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

11. (a) Elucidate the evolution of HRM.
Or
(b) Is HRM a science or an art? Explain.

12. (a) What are the features of human resource planning?

Or

- (b) Write about the scope of induction program.

13. (a) List out the benefits of training.

Or

- (b) Explain the objectives of performance appraisal.

14. (a) What are the objectives of compensation planning?

Or

- (b) Write the benefits of quality of work life to the management.

15. (a) Explain the advantages of worker participation in management.

Or

- (b) List out the characteristics of trade union.

PART C — (5 × 8 = 40 marks)

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

16. (a) Describe briefly the various functions of HRM.

Or

- (b) Discuss the essential qualities required for human resource manager.

17. (a) Enumerate the important external sources of recruitment of employees.

Or

- (b) Explain the methods used to forecast the required human resources.

18. (a) Explain various methods of performance appraisal with examples.

Or

- (b) Define quality of work life. What are the factors that influence quality of work life?

19. (a) Explain the various incentive schemes used in Indian industries.

Or

- (b) Explain the techniques used for conflict management.

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20. (a) Explain the functions of trade union.

Or

- (b) Explain the process of grievance and redressing activities.

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B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Fourth Semester

Business Administration — Core

PRODUCTION AND OPERATIONS 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. Production Management start with _____
 - (a) Aggregate planning
 - (b) Average Planning
 - (c) Strategy Formulation
 - (d) Inventory control

2. _____ is responsible for all the activities related to production of goods and services.

- (a) Production Person
- (b) Production Worker
- (c) Production Personnel
- (d) Production Manager

3. _____ is the process which helps in determining, where the plant should be located, for maximum operating economy and effectiveness.

- (a) Plant Layout
- (b) Plant design
- (c) Plant Location
- (d) Plant Arrangement

4. The objective of good layout is to _____

- (a) Reduce Production
- (b) Reduce Wastages
- (c) Reduce Productivity
- (d) Reduce Labour

5. _____ is defined as a technique of foreseeing or picturing ahead every step in long series of separate operations, each step is to be taken in the right place, of the right degree, and at the right time and each operation is to be done at a maximum efficiency.

- (a) Production planning
- (b) Production control
- (c) Inventory control
- (d) Process control

6. _____ is the third step in the production planning and control.

- (a) Routing
- (b) Dispatching
- (c) Expediting
- (d) Scheduling

7. Work study examines _____

- (a) Method Study
- (b) Time Study
- (c) Fatigue study
- (d) All of the above

8. Method study was developed by _____

- (a) F.W.Taylor
- (b) Frank Gilbreth
- (c) Mundel
- (d) Miles

9. Just-In-Time aimed at _____

- (a) Zero inventories
- (b) Reduced manpower
- (c) Over production
- (d) Minimum waste

10. VED Stands for _____

- (a) Very, Essential, Desirable
- (b) Vital, Easy, Desirable
- (c) Vital, Essential, Desirable
- (d) Vital, Essential, Design

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 functions of Operations management.

Or

(b) Evaluate the relationship between production and other functions.

12. (a) What are the factors involved in selection for Plant Location?

Or

(b) Explain the factors affecting for good plant layout.

13. (a) Explain the various kinds of Inspection.

Or

(b) Describe the different strategies of Aggregate Planning.

14. (a) State the benefits of Work study.

Or

(b) Explain the different types of Plant maintenance.

15. (a) Describe objectives of Material Management.

Or

(b) Explain the Economic Ordering Quantity.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

6. (a) Describe the Functions of Production management.

Or

(b) Examine in detail about Role of Production Manager.

17. (a) Discuss the various techniques of Plant location.

Or

(b) Explain the different types of Plant layout.

18. (a) Examine the different stages of Production Planning and Control.

Or

(b) Discuss the Process of capacity Requirement Planning.

19. (a) Explain the Procedure for Method Study.

Or

(b) Describe the Objectives of Work Study.

20. (a) Evaluate the functions of Materials Management.

Or

(b) Identify the various techniques of Inventory control.

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Fifth Semester

Business Administration — Core
ENTREPRENEURSHIP DEVELOPMENT

(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 of the following are described as one of the Big Five personality traits?
 - (a) Tolerance of others
 - (b) Need for achievement
 - (c) Propensity to leadership
 - (d) Locus of control

5. The financial plan presents _____ for the future of the business.
 - (a) Forecasts
 - (b) Finances
 - (c) Trends
 - (d) Studies
6. IFCI has been converted into a _____.
 - (a) Joint stock company
 - (b) Cooperative society
 - (c) Partnership
 - (d) Sole proprietorship
7. SIDBI was setup as a subsidiary of _____.
 - (a) IDBI
 - (b) IFCI
 - (c) ICICI
 - (d) SFC
8. Which of the following is a functions of SIDBI?
 - (a) Extension of seed capital
 - (b) Discounting of bills
 - (c) Providing factoring services
 - (d) All of the above
9. The small scale industry can enjoy the status of _____ unit if it export more than 50% of its production.
 - (a) Import oriented units
 - (b) Export oriented units
 - (c) Domestic units
 - (d) Cottage industries

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2. To provide infrastructural assistance to entrepreneurs the government has set up a number of _____.
 - (a) Financial advisors
 - (b) Financial intermediaries
 - (c) Industrial estates
 - (d) Financial institution
3. Which of these is not a challenge for the entrepreneur?
 - (a) Managing the cash flow of their business
 - (b) Recruiting new business
 - (c) Choosing the product or service to sell in the market
 - (d) All of the above
4. Which of the following can be the cause the project failure?
 - (a) Poor Project selection
 - (b) Appropriate staff employed
 - (c) Project report
 - (d) Owners risk taking ability

Page 2 Code No. : 30433 E

10. SIPCOT's financial assistance is in the form of _____.
 - (a) Term loan
 - (b) Seed capital
 - (c) Underwriting the capital
 - (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) Explain the concept of risk. How it is related to entrepreneurial functions?
Or
(b) What are the chief characteristics of an entrepreneur?
12. (a) Explain about different kinds of business plans.
Or
(b) What are the important factors considered for project selection?
13. (a) Explain about different kinds of business plans.
Or
(b) What are the important factors considered for project selection?

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[P.T.O.]

14. (a) Explain the role of commercial banks in promoting entrepreneurship.

Or

(b) Describe the role of Industrial Development Bank of India for or promoting entrepreneurs.

15. (a) Distinguish between small, micro and medium enterprises.

Or

(b) What are the types of micro enterprises in India?

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 role and importance of entrepreneurship in India.

Or

(b) How does culture affect entrepreneurship?

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17. (a) Role and significance of social entrepreneurship in India.

Or

(b) Explain the role of NGOs in developing rural entrepreneurship.

18. (a) What are the steps in project planning? Explain them.

Or

(b) Explain about any two methods of project evaluation.

19. (a) Write an essay on the role played by IDBI and ICICI to promote entrepreneurship development.

Or

(b) Explain the role of Central Government and State Government in promoting Entrepreneurship in India.

20. (a) What policies do the Government has taken for the development of small -scale sector in the country?

Or

(b) Discuss the pros and cons of MSME sector.

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fifth Semester

Business Administration — Core

MANAGEMENT INFORMATION SYSTEM

(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. MIS is normally found in _____ sectors.
- (a) Service
 - (b) Education
 - (c) Manufacturing
 - (d) Marketing

5. Information system that monitor the elementary activities and transaction of the organization as _____

- (a) Management level System
- (b) Operation level System
- (c) Knowledge level System
- (d) Strategic level System

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

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

7. A _____ Strategy seeks to achieve competitive advantage by allowing the business unit to make more profit than its competitors.

- (a) Focus
- (b) cost leadership
- (c) linkage
- (d) information leadership

8. Who was the father of Artificial Intelligence?

- (a) John Mc. Carthy
- (b) Fisher Ada
- (c) Alan Turing
- (d) Allen Newell

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2. The information of MIS comes from the boot _____ sources.

- (a) Internal
- (b) External
- (c) Superficial
- (d) Internal and External

3. The system which is designed to provide useful information while making decisions regarding human resources of an organization classified as _____

- (a) Benefit analysis system
- (b) Human resource information system
- (c) Decision information system
- (d) Integration HR

4. A Financial information system involves the _____ of financial and accounting data.

- (a) Collection, storage and processing
- (b) System maintenance
- (c) System testing
- (d) None of the above

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9. The process of manage information about customer to maximize loyal is said to be _____

- (a) Retailer management
- (b) Customer Relationship
- (c) Company Relationship
- (d) Supplier Relationship

10. Which of the following is not type of cloud computing server?

- (a) Public
- (b) Private
- (c) Dedicated
- (d) Merged

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 characteristics of Management Information System?

Or

- (b) What are the nature and scope of Management Information System?

12. (a) How the information is considered as corporate resources?

Or

- (b) Define Information. Write its features of information.

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[P.T.O.]

13. (a) What are the changing roles of Information System?

Or

(b) What are the five types of Information System user?

14. (a) What are the threats of Information System?

Or

(b) Write short notes on :

(i) Virus

(ii) Adware

(iii) Spyware

(iv) Zombies

15. (a) Explain the Customer Relationship Management.

Or

(b) Who are the ones use the Big data Technology?

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How strategic Information System is used for Competitive Advantage?

Or

(b) Define MIS. Trace out the Evolution of Management Information System.

17. (a) Describe Managerial Effectiveness. Explain the elements of Managerial Effectiveness.

Or

(b) How the information is considered as a corporate resources?

18. (a) Explain the concept of ERP What are the advantages and Disadvantages of ERP?

Or

(b) What are the main components of an Information System?

19. (a) Explain the most common website security of Vulnerabilities.

Or

(b) Explain briefly the Marketing Information System with model.

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20. (a) Explain the Artificial Intelligence (AI) History and Types.

Or

(b) What are the Characteristics of Cloud Computing?

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B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023

Fifth Semester

Business Administration – Core

INTRODUCTION TO BUSINESS ANALYTICS

(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. Business analytics results in which of these?
 - (a) Evidence Based Decisions
 - (b) Data Driven Decisions
 - (c) Better Decisions
 - (d) All of these are correct
2. Challenges of Business Analytics
 - (a) Analytical Process (b) Environment
 - (c) Competition (d) Customers

3. Indicate which level of measurement is being used in the given scenario. A car magazine lists the most expensive cars for 2017
 - (a) nominal (b) ordinal
 - (c) Interval (d) Ratio
4. A qualitative variable
 - (a) Always refers to a sample
 - (b) Is not numeric
 - (c) Has only two possible outcomes
 - (d) All of the above
5. Sample space
 - (a) Individual Outcome
 - (b) All possible Outcomes
 - (c) No outcome
 - (d) All the above
6. Commutative Rule $X \cup Y$
 - (a) $Y \cup X$ (b) $Y > X$
 - (c) $X > Y$ (d) None of the above
7. Prescriptive Analytics is used to identify _____
 - (a) Data (b) Optimal Solution
 - (c) Techniques (d) Chart

8. LPP stands for
- (a) Linear Project Problem
 - (b) Large Problem Program
 - (c) Linear Programming Problem
 - (d) None of the above
9. ROE stands for
- (a) Return on Essential
 - (b) Return on empower
 - (c) Rate of Engagement
 - (d) Return on Engagement
10. Level of Marketing Analytics include
- (a) Firm (b) Brand
 - (c) Customer (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) Explain the components of Business Analytics.
- Or
- (b) What is the need of analytics in the business organization? Explain.

12. (a) Mention various types of data.
- Or
- (b) Explain in brief about the histogram chart.
13. (a) At an e-commerce customer service centre a total of 112 complaints were received. 78 customers complained about late delivery of the items and 40 complained about poor product quality.
- (i) Calculate the probability that a customer complaint will be about both late delivery and product quality.
 - (ii) What is the probability that a complaint is only about poor quality of the product?
- Or
- (b) What is random variable? What are the types of random variables?
14. (a) Discuss various assumptions in Linear Programming Problem models.
- Or
- (b) Explain in brief about the steps in formulating a problem as linear programming problem.

15. (a) Write short notes on marketing analytics.

Or

- (b) Write short notes of big data analytics.

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 descriptive, predictive and prescriptive analytics.

Or

- (b) Discuss various challenges in data-driven decision making.

17. (a) How to deal with missing data? Explain.

Or

- (b) Mention various data visualization tools in Business Analytics.

18. (a) Explain the association rule learning by applying simple probability rule.

Or

- (b) A website displays 10 advertisements and the revenue generated by the website depends on the number of visitors to the site clicking on any of the advertisements displayed on the website. The data collected by the company has revealed that out of 2500 visitors, 30 visitors clicked on 1 advertisement, 15 clicked on 2 advertisements, and 5 clicked on 3 advertisements. Remaining did not click on any of the advertisements. Calculate

- (i) The probability that a visitor to the website will click on an advertisement
(ii) The probability that the visitor will click on at least two advertisements
(iii) The probability that a visitor will not click on any advertisements

19. (a) Elaborate the sensitivity analysis in Linear Programming Problem.

Or

- (b) Explain the steps involved in solving a Linear Programming Problem using Graphical Method.

20. (a) Discuss the recent trends in Financial Analytics.

Or

- (b) What is the role of Web and Social Media analytics in Business? Explain

(6 pages)

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Code No.: 30436 E Sub. Code: AMBA 61

B.B.A.(CBCS) DEGREE EXAMINATION,
APRIL 2023

Sixth Semester

Business Administration – Core

STRATEGIC MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions

Choose the correct answer :

1. The strategy which has an overarching plan of action covering the various functions performed by different SBUs is known as _____ strategy.
(a) societal level
(b) corporate level
(c) functional level
(d) operational level

6. Corporate level strategy deals with _____
(a) objectives of specific functions
(b) objective of SBU
(c) objectives of corporate
(d) objectives of specific operations
7. Strategy implementation focuses on _____
(a) Efficiency
(b) Crafting of strategies
(c) Co-ordination
(d) Supporting factors
8. Which of the following 'S' is not related to McKinsey 7-S framework?
(a) System (b) Safety
(c) Structure (d) Strategy
9. Strategic evaluation and control provides _____
(a) Valuable feedback (b) Information
(c) Experience (d) All of the above
10. Which of the following is not a participant in strategic evaluation?
(a) Supplier (b) CEO
(c) SBU Head (d) Audit Committee

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2. The plan of actions that fit together to reach a clear destination refers to _____
(a) vision
(b) Mission
(c) Strategy
(d) Business Definition
3. _____ are short-term mile stones or benchmarks that organizations must achieve in order to reach long-term objectives.
(a) Mission (b) Vision
(c) Plans (d) Goals
4. Value chain analysis is divided into two main headings; they are primary activities and _____ activities.
(a) support (b) peripheral
(c) secondary (d) outsourced
5. The BCG matrix is based on _____ and _____
(a) Industry attractiveness and Business strength
(b) Industry growth rate and Business strength
(c) Industry attractiveness and Relative market share
(d) Industry growth rate and Relative market share

Page 2 Code No. : 30436 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 strategy and tactics.
Or
(b) What are the features of strategy?
12. (a) Why do we need a mission statement?
Or
(b) Explain the features of a goal.
13. (a) Discuss the disadvantages of BCG matrix.
Or
(b) Discuss the various types of expansion strategies.
14. (a) Discuss the various approaches to resource allocation.
Or
(b) Write the significance of strategic positioning.
15. (a) State the qualitative factors to be considered in strategic evaluation.
Or
(b) Explain the types of strategic control.

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[P.T.O.]

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 various levels of strategy.

Or

(b) Explain the benefits of strategic management.

17. (a) How do you classify objectives?

Or

(b) Describe the role of value chain analysis in strategic management.

18. (a) Explain the different kinds of stability strategies.

Or

(b) Why do we adopt combination strategies? Explain.

19. (a) Enumerate the various approaches to strategic implementation.

Or

(b) Briefly explain Mckinsey's 7's framework.

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20. (a) What are the requirements for effective strategic evaluation?

Or

(b) Describe the steps involved in strategic control process.

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B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023

Sixth Semester

Business Administration – Core

DIGITAL 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. Digital business Infrastructure refers to the combination of _____.
 (a) Hardware (b) Software
 (c) Servers (d) All of the above
2. _____ is NOT an example of Digital Business.
 (a) OYO Rooms (b) Reliance SMART
 (c) Ola (d) D Mart Ready

3. What is social media optimization?

- (a) Writing clear content
- (b) Creating descriptive long content which is easily indexed
- (c) Hiring people to create content for social networks
- (d) Creating content which easily creates publicity via social networks

4. Which social network is considered the most popular for business to business marketing?

- (a) Facebook (b) Orkut
- (c) Ryze (d) LinkedIn

5. Which of the following is the form of mobile marketing?

- (a) text (b) voice call
- (c) graphic (d) all of the above

6. What is MMS marketing?

- (a) Marketing through email
- (b) Marketing through social media
- (c) Marketing through text messaging
- (d) Marketing through multimedia messaging

7. In which of the following, a person is constantly followed / chased by another person or group of several peoples?

- (a) Phishing (b) Bulling
- (c) Stalking (d) Identity theft

8. Which of the following is considered as the unsolicited commercial email?

- (a) Virus (b) Malware
- (c) Spam (d) All of the above

9. All of the following are challenges to online retail except _____.

- (a) Consumer concerns about the security of transactions
- (b) Consumer concerns about the privacy of personal information given to Web sites
- (c) Delays in delivery of goods when compared to store shopping
- (d) Inability to change prices nearly instantly

10. Which portal business model best describes Yahoo?

- (a) general purpose portal
- (b) affinity group based vertical market
- (c) focused content based vertical market
- (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 features of digital business?

Or

(b) Distinguish between digital marketing and digital business management.

12. (a) Why is social media important for businesses?

Or

(b) What is content creation in social media marketing?

13. (a) State the benefits of applying mobile marketing.

Or

(b) What is the difference between web and mobile web?

14. (a) What are the effects of cybercrime?

Or

(b) State the difference between hacking and cracking.

15. (a) What are the key components of any digital financial services?

Or

(b) Describe the role of digital marketing in tourism industry.

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 drivers of digital business.

Or

(b) What are the opportunities of digital business?

17. (a) Explain the different social media platforms used for digital marketing.

Or

(b) How can social media help digital business?

18. (a) How are apps used in mobile marketing?

Or

(b) What are the different types of mobile payments? Explain.

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19. (a) Explain about social media crimes.

Or

(b) Discuss the different types of Financial frauds.

20. (a) What are the four domains of the digital health framework? Explain.

Or

(b) Explain the major benefits of digital government.

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(6 pages)

Reg. No. :

Code No. : 30438 E Sub. Code : AMBA 63

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration – Core

TOTAL QUALITY 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. What does the abbreviation A.S.Q stand for?
(a) American Society for Quality
(b) American Standard of Quality
(c) Asian Society for Quality
(d) Asian Standard for Quality
2. Which of the following is a principle of TQM?
(a) Process-centered
(b) Product-centered
(c) External customer focus only
(d) Internal customer focus only
7. TPM refers to _____
(a) Total Point Maintenance
(b) Total Part Maintenance
(c) Total Productive Maintenance
(d) Total Past Maintenance
8. Which of the following is not a tool used to implement and optimize TPM?
(a) Employee empowerment
(b) Census
(c) Benchmarking
(d) Documentation
9. Which is the latest ISO 9001 version in the ISO 9000 family?
(a) ISO 9001:1994 (b) ISO 9001:2000
(c) ISO 9001:2008 (d) ISO 9001:2015
10. ISO 14000 standards are for the _____
(a) Quality Management System
(b) Environmental Management System
(c) Administration
(d) Supply chain

Page 3 Code No. : 30438 E

3. The two categories of products are _____ and _____
(a) Goods, Services
(b) Media, Education
(c) Pencil, Car
(d) Hospitality, Calculator
4. Those who are not currently using the product but have the capability of becoming _____ customers in future are called _____
(a) Potential Customers
(b) Hidden Customers
(c) Suppliers
(d) Processors
5. Benchmarking involves _____ between the performance level of the organization with its benchmark.
(a) Increasing the gap
(b) Reducing the gap
(c) Opening the gap
(d) Broadening the gap
6. Who is considered to be the father of Six Sigma?
(a) Bill Smith (b) Deming
(c) Crosby (d) Taguchi

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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 importance of customer retention?
Or
(b) Mention the basic features of TQM.
12. (a) What are the elements of customer service?
Or
(b) Define Customer Retention.
13. (a) Explain the concepts of Six Sigma.
Or
(b) List the seven tools of quality.
14. (a) What is the essential feature of Total Productive Maintenance (TPM)?
Or
(b) What are the seven principles of reengineering?

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[P.T.O.]

15. (a) Explain the implementation and documentation of Quality System.

Or

(b) Explain the requirements of ISO 14000.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words or 3 pages

16. (a) What is quality cost? Explain the techniques used for Quality cost.

Or

(b) Explain the Dimensions of service quality.

17. (a) Explain in detail the concept of Employee involvement.

Or

(b) What are the steps involved in continuous improvement process?

18. (a) Explain the House of Quality in Quality Function Deployment.

Or

(b) Benefits and pitfalls of benchmarking.

Page 5 Code No. : 30438 E

19. (a) Explain about Taguchi' s Quality Loss Function.

Or

(b) What is FMEA? Explain the stages of FMEA?

20. (a) Explain the Benefits of ISO 14000.

Or

(b) Why is ISO 9000 important.

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(8 pages)

15/06/23 A/N

Reg. No. :

Code No. : 30631 E Sub. Code : CABA 11/
CASL 11/CAAM 11

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

First Semester

Business Administration/Shipping and Logistics
Management/Aviation 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. _____ is not a measure of central tendency.
(a) Mean (b) Median
(c) Range (d) Mode
2. Variance is _____ of standard deviation.
(a) Square root (b) Cube
(c) Square (d) Cube root

3. When interpreting a correlation coefficient, it is important to look at _____.
(a) The +/- sign of the correlation coefficient
(b) The magnitude of the correlation coefficient.
(c) The significance of the correlation coefficient.
(d) All of these.
4. If a data contains n paired values on two variables x and y then their plot is called
(a) Dentogram
(b) Scatter diagram
(c) Point diagram
(d) Correlogram
5. The Regression Lines $5X + 2Y = 16$ and $9X + 10Y = 48$ intersect at _____.
(a) (0, 8) (b) (2,3)
(c) (3, 2) (d) (8, 0)
6. Which of the following techniques is an analysis of the relationship between two variables to help provide the prediction mechanism?
(a) Standard error
(b) Correlation
(c) Regression
(d) None of the above

A pattern that is repeated throughout a time series and has a recurrence period of at most one year is called:

- (a) Cyclical variation
- (b) Irregular variation
- (c) Seasonal variation
- (d) Long term variation

The general pattern of increase or decrease in economics or social phenomena is shown by

- (a) Seasonal trend
- (b) Cyclical trend
- (c) Secular trend
- (d) Irregular trend

The time period for which an index number is determined is known as _____.

- (a) Base period
- (b) Normal period
- (c) Current period
- (d) None of the above

Index number is a type of _____.

- (a) Dispersion
- (b) Correlation
- (c) Average
- (d) None of the above

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Find the mean for the following distribution.

x : 15 21 27 30 35

f : 3 5 6 7 8

Or

- (b) Find the standard deviation and variance for the following data: 10, 12, 8, 14, 16.

12. (a) Explain the types of correlation.

Or

- (b) Calculate the coefficient of correlation between X and Y for the following data :

X: 1 2 3 4 5 6 7 8 9

Y: 9 8 10 12 11 13 14 16 15

13. (a) Find the means of X and Y variables from the following two regression equations:

$$4\bar{X} - 5\bar{Y} + 33 = 0; 20\bar{X} - 9\bar{Y} - 107 = 0.$$

Or

- (b) Calculate the regression coefficients for the following information: $\sum X = 50$; $\sum Y = 30$, $\sum XY = 1000$, $\sum X^2 = 3000$, $\sum Y^2 = 180$, $N = 10$.

14. (a) Determine the equation of straight line which best fits the following data

Year	1984	1985	1986	1987	1988
Sales (in Rs'000)	35	56	79	80	40

Compute the trend values for all the years from 1984 to 1988

Or

- (b) Explain the components of time series.

15. (a) Calculate an index number of the following data:

	Base Year		Current Year	
	Kilo	Rate	Kilo	Rate
Bread	10	3	8	3.25
Meat	20	15	15	20
Tea	2	25	3	23

Or

- (b) From the following data calculate price index numbers for 2007 with 2006 as base by Laspeyre's method.

Commodity	2006		2007	
	Price	Quantity	Price	Quantity
A	20	8	40	6
B	50	10	60	5
C	40	15	50	15
D	20	20	20	25

PART C — (5 × 8 = 40 marks)

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

16. (a) Find the mean and median, of the following data:

Classes:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency:	5	10	18	30	20	12	5

Or

- (b) For the following open-ended data, calculate the Quartile Deviation and its coefficient.

Marks:	0-10	10-20	20-30	30-40	40-50	50-60
No. of Students:	10	20	30	50	40	30

17. (a) For the following data, Calculate Karl Pearson's coefficient of correlation:

X: 64 65 66 67 68 69 70

Y: 66 67 65 68 70 68 72

Or

- (b) Two judges in a beauty competition rank the 12 entries as follows. Calculate Rank Correlation

X: 1 2 3 4 5 6 7 8 9 10 11 12

Y: 12 9 6 10 3 5 4 7 8 2 11 1

18. (a) Find the regression equation of X on Y and the coefficient of correlation from the following data:

$$\sum X = 60; \sum Y = 40, \sum XY = 1150, \sum X^2 = 4160, \sum Y^2 = 1720, N = 10.$$

Or

- (b) Find the two regression lines from the following data:

X : 57 58 59 59 60 61 62 64

Y : 67 68 65 68 72 72 69 71

Find the estimate of Y when $X = 66$.

19. (a) The annual production of a commodity is given as follows:

Year:	1990	1991	1992	1993	1994	1995	1996
Production (in tonnes):	70	80	90	95	102	110	115

Fit a straight-line trend by the method of least squares.

Or

- (b) The sale of a company in thousands of rupees for the year 1980 through 1986 are given below:

Year:	1980	1981	1982	1983	1984	1985	1986
Sales:	32	47	65	92	132	190	275

Estimate the sales figure for the year 1987 using an equation of the form $Y = ab^x$, where X = years and Y = sales.

20. (a) Compute a Price index for the following by

(i) Simple aggregate and

(ii) Average of price relative method by using geometric mean

Commodity:	A	B	C	D	E	F
Price in 2005 (Rs.):	20	30	10	25	40	50
Price in 2006 (Rs.):	25	30	15	35	45	55

Or

- (b) Convert the following fixed base index numbers into chain base index numbers:

Year:	2002	2003	2004	2005	2006	2007
F.B.I.:	94	98	102	95	98	100

(7 pages)

15/06/23 F/N

Reg. No. :

Code No. : 30632 E Sub. Code : CABA 21/
CASL 21/CAAM 21

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Second Semester

Business Administration/Shipping and Logistics
Management/Aviation 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. The distance between two points $(-6, y)$ and $(18, 6)$ is 26 units, Find the value of y _____.
- (a) 4 (b) -4
(c) 6 (d) -6

2. Find the slope of the line joining the points $(4, 4)$ and $(6, 8)$ _____.
- (a) $1/2$ (b) 1
(c) 2 (d) 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 A, B and C are disjoint sets, $n(A \cup B \cup C)$ _____.
- (a) 0 (b) 1
(c) N (d) $n(A) + n(B) + n(C)$
5. The differential coefficient of a constant C is _____.
- (a) 0 (b) 1
(c) C (d) 2
6. MR at $x = 10$ when the total revenue function $R = 1500x - 7.5x^2$ is _____.
- (a) 0 (b) 1350
(c) 14250 (d) 920

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) $\frac{d^2y}{dx^2} > 0$

8. The derivative of $\frac{1}{x^3}$ is _____.

(a) $\frac{3}{x^4}$ (b) $-\frac{2}{x^2}$

(c) $-\frac{3}{x^4}$ (d) $\frac{2}{x}$

9. $\{3 \ 8 \ 9 \ -2\}$ is a row matrix of orders _____.

(a) 4×1 (b) 1×4

(c) 1×1 (d) 4×4

10. A matrix which has only one column is _____.

- (a) A row matrix
(b) A column matrix
(c) A rectangular matrix
(d) Scalar matrix

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Prove that the points P (1, 1), Q (-1, -1) and R(-√3, √3) are the vertices of an equilateral triangle.

Or

- (b) Find the equation of the line passing through the point (2, -3) having the slope $-\frac{5}{7}$.

12. (a) Given that $A = \{0, 1, 3, 5\}$ $B = \{1, 2, 4, 7\}$
 $C = \{1, 2, 3, 5, 8\}$ prove that
 $(A \cap B) \cap C = A \cap (B \cap C)$.

Or

- (b) Define a set and give two examples.

13. (a) Evaluate $\lim_{x \rightarrow 0} \frac{5x^2 - 7x + 9}{2x^2 + 3}$.

Or

- (b) Differentiate with respect to x $(3x^2 + 4x - 5)^3$.

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) If $y = x e^{x^2}$ Find $\frac{d^2y}{dx^2}$ and $\frac{d^3y}{dx^3}$.

15. (a) Explain the important of matrixs.

Or

- (b) Find the inverse $O \begin{bmatrix} a & b \\ c & d \end{bmatrix}$.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) 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

Page 5 Code No. : 30632 E

- (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 the sales is Rs. 50,000

17. (a) Explain the types of sets.

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', 30% 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 newspapers.

18. (a) Find $\frac{d}{dx} \left(\frac{x + x^2 - x^3}{\sqrt{x}} + \log x \right)$.

Or

- (b) Find $\frac{d}{dx} \log \left(\frac{2x+3}{5x+7} \right)$.

Page 6 Code No. : 30632 E

19. (a) A box with square top and bottom is to be made to contain 250 cubic cms. Material for top and bottom costs Rs. 2 per square cm and the material for the side cost Rs.1 per square cm. What is the cost of least expensive box that can be made?

Or

- (b) Evaluate by the method of substitution.

$$\int \frac{e^x - e^{-x}}{e^x + e^{-x}} dx.$$

20. (a) Explain the types of matrices.

Or

- (b) Find the inverse of $A = \begin{bmatrix} 4 & 0 & 2 \\ 2 & 10 & 2 \\ 3 & 9 & 1 \end{bmatrix}$.

(6 pages)

Reg. No. :

Code No. : 30634 E Sub. Code : CABA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration — Allied

HUMAN RESOURCE 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 :

1. The strategic approach to nurturing and supporting employees and ensuring a positive workplace environment is known as _____.
- (a) HRP
(b) HRM
(c) HRD
(d) NILM

2. _____ is a managerial function of management.
- (a) Controlling (b) Employment
(c) Compensation (d) Integration
3. The process of attracting and obtaining as many applicants as possible from eligible job seekers are called _____.
- (a) selection (b) recruitment
(c) placement (d) development
4. Which one of the following is not a recruitment technique?
- (a) Scouting (b) Salary and perks
(c) Body Shopping (d) ESOPs
5. The degree to which an employee applies his skill, knowledge and efforts to a job assigned to him and the result of that application is called _____.
- (a) performance (b) placement
(c) training (d) selection
6. _____ is a process of learning a sequence of programmed behaviour and application of knowledge.
- (a) Education (b) Development
(c) Training (d) Learning

7. How many components are there in compensation?
 (a) 4 (b) 5
 (c) 6 (d) 7
8. Which is not the objective of Compensation?
 (a) To establish equity
 (b) To Improve Employee Efficiency
 (c) To Control Cost
 (d) To Comply with illegal Regulation
9. Which of the following is the machinery for settlement of industrial disputes?
 (a) Indian Labour Conference
 (b) Joint Management Council
 (c) Industrial Tribunal
 (d) Standing Labour Committees
10. What is collective bargaining?
 (a) Consultation between the employer and all employees
 (b) Debate between different organisations
 (c) Negotiation between an employer and a recognised trade union
 (d) A form of employee involvement

Page 3 Code No. : 30634 E

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Write a note on the scope of HRM.
 Or
 (b) Describe Strategic HRM.
12. (a) Explain the various internal sources of recruitment.
 Or
 (b) State the purpose of Induction.
13. (a) What are the objectives of performance appraisal?
 Or
 (b) Discuss the importance of training.
14. (a) State the essentials of a sound wage and salary structure.
 Or
 (b) What do you mean by Profit sharing? Explain.

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 [P.T.O.]

15. (a) Explain the causes of grievances.

Or

(b) Why do workers join in trade unions?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State the functions of HRM.

Or

(b) Distinguish between Personnel Management and Human Resources Management.

17. (a) Describe the contents of job description.

Or

(b) Explain the selection procedure.

18. (a) Explain the modern methods of performance appraisal.

Or

(b) Discuss the different types of on-the-job training.

19. (a) State the objectives of wage and salary administration.

Or

(b) Explain the components of compensation.

20. (a) What are the essentials of a good discipline system?

Or

(b) Explain the collective bargaining process.

(6 pages)

Reg. No. :

Code No. : 30634 E Sub. Code : CABA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration — Allied

HUMAN RESOURCE 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 :

1. The strategic approach to nurturing and supporting employees and ensuring a positive workplace environment is known as _____.
- (a) HRP
(b) HRM
(c) HRD
(d) NILM

2. _____ is a managerial function of management.
- (a) Controlling (b) Employment
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6. _____ is a process of learning a sequence of programmed behaviour and application of knowledge.
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 (a) 4 (b) 5
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8. Which is not the objective of Compensation?
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 (d) Standing Labour Committees
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 (d) A form of employee involvement

Page 3 Code No. : 30634 E

PART B — (5 × 5 = 25 marks)

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Each answer should not exceed 250 words.

11. (a) Write a note on the scope of HRM.
 Or
 (b) Describe Strategic HRM.
12. (a) Explain the various internal sources of recruitment.
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 (b) State the purpose of Induction.
13. (a) What are the objectives of performance appraisal?
 Or
 (b) Discuss the importance of training.
14. (a) State the essentials of a sound wage and salary structure.
 Or
 (b) What do you mean by Profit sharing? Explain.

Page 4 Code No. : 30634 E
 [P.T.O.]

15. (a) Explain the causes of grievances.

Or

(b) Why do workers join in trade unions?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) State the functions of HRM.

Or

(b) Distinguish between Personnel Management and Human Resources Management.

17. (a) Describe the contents of job description.

Or

(b) Explain the selection procedure.

18. (a) Explain the modern methods of performance appraisal.

Or

(b) Discuss the different types of on-the-job training.

19. (a) State the objectives of wage and salary administration.

Or

(b) Explain the components of compensation.

20. (a) What are the essentials of a good discipline system?

Or

(b) Explain the collective bargaining process.

(6 pages)

Reg. No. :

Code No. : 30625 E Sub. Code : CMBA 11/
CMSL 11/CMAM 11

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

First Semester

Business Administration/Shipping and Logistics
Management/Aviation Management – Core

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2021 onwards)

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Organising as a function of management involves deciding
 - (a) What activities and resources are required?
 - (b) Who will do a particular task?
 - (c) Where will it be done?
 - (d) All of the above

2. Which level of management is responsible for establishing a vision for the organization Developing broad plans and strategies and directing subordinate managers?
 - (a) first level managers
 - (b) middle managers
 - (c) executive managers
 - (d) second level managers
3. Management is the art of getting things done through and with an informally organized _____
 - (a) Harold Koontz
 - (b) Terry
 - (c) Louis Allan
 - (d) Henry Fayol
4. Management should find the one best way to perform a task Which technique of management states that
 - (a) Time study
 - (b) Motion study
 - (c) Fatigue study
 - (d) Method study
5. The _____ leadership allows an active participation of the subordinates
 - (a) Effective
 - (b) Free-Rein
 - (c) Democratic
 - (d) Autocratic

6. What are the factors to be considered for Decision Making?

- (a) Choice of alternative
- (b) Management process
- (c) Choosing best alternative
- (d) Ideas

7. Which of the following scientific management is violation of Unity of Command

- (a) Differential piece wage system
- (b) Fatigue study
- (c) Functional Foremanship
- (d) Simplification of work

8. The main objective of performance appraisal is

- (a) Lower Motivation
- (b) Management process
- (c) To contribute growth and development of Employees
- (d) Traditional activity

9. _____ means every employee should get order from one superior only

- (a) Unity of command
- (b) Unity of direction
- (c) Centralisation
- (d) Order

10. Means of collecting and using information, to coordinate decision and planning through an Organisation is termed as _____

- (a) Customer control system
- (b) Business control system
- (c) Financial control system
- (d) Management control system

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Explain the various functions of management with suitable example.

Or

(b) Explain the Key differences between Management and Administration.

12. (a) Write about the different types of planning with their purpose.

Or

(b) Explain the nature and purpose of Decision making.

13. (a) Explain the process type organization structure with their suitability.

Or

- (b) Define delegation. What are the important steps for effective delegation?

14. (a) Define communication. Explain the process of communication.

Or

- (b) What is reinforcement approach in employee motivation.

15. (a) Explain in detail the various types of controlling tools used in the modern organizations.

Or

- (b) List the characteristics of an effective Management Control Systems.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the contributions of any two of the management thinkers.

Or

- (b) State the principles of Management.

17. (a) Explain the process of decision making and also highlight the role of decision models.

Or

- (b) Enumerate the importance of planning. Also list the steps in planning.

18. (a) Discuss the line and staff relationship.

Or

- (b) Explain the activities to be carried out for the launching your dream product in term of organizing functions.

19. (a) Explain the strategies adopted by MNC's to motivate their employees and also link the theories of motivation with the practices.

Or

- (b) Why companies today promote transformational leadership. Discuss

20. (a) Discuss the different methods used in increasing the productivity of the organization.

Or

- (b) Discuss the role of information technology in control function.

(6 pages)

Reg. No. :

Code No. : 30626 E Sub. Code : CMBA21/
CMSL21

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023

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 :

Which of the following are determinants of demand for a product/service?

- (a) Price of the product/service
- (b) Income of the buyer
- (c) Desire to purchase the product/service
- (d) All of the above

2. If the price of a commodity increases, the supply for it will _____

- (a) decrease
- (b) increase
- (c) be 0
- (d) none of the above

3. _____ cost is a cost that exists without the exchange of cash and is not recorded for accounting purpose.

- (a) Sunk
- (b) Marginal
- (c) Variable
- (d) Implicit

4. Which of the following explains the short-run production function?

- (a) Law of Demand
- (b) Law of Variable Proportion
- (c) Returns to Scale
- (d) Elasticity of Demand

5. Which of the following market types has all firms selling products so identical that buyers do not care from which firm they buy?

- (a) perfect competition
- (b) oligopoly
- (c) monopolistic competition
- (d) monopoly

6. If the technology for producing a good enables one firm to meet the entire market demand at a lower price than two or more firms could, then that firm has _____
- (a) a legal barrier to entry
(b) a natural monopoly
(c) increasing average total costs
(d) patented the market
7. Floating Exchange rate is determined by _____
- (a) mutual consultations between countries
(b) banking systems
(c) market forces
(d) none of the above
8. Which is the most effective quantitative method to control inflation in the economy?
- (a) Credit rationing
(b) Selective credit control methods
(c) Cash reserve ratio
(d) Both (a) and (b)

9. The agency estimating the National Income of India is _____
- (a) Reserve Bank of India
(b) Planning Commission
(c) Ministry of Finance
(d) Central Statistical Organisation
10. There is large scale of involuntary unemployment in the _____ phase of business cycle.
- (a) expansion (b) peak
(c) contraction (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) List out the determinants of demand.
Or
(b) State the significance of demand forecasting.
12. (a) Write a note on long run Cost – output relationship.
Or
(b) Enumerate the properties of Iso-Quants.

13. (a) Enumerate the features of Monopoly.

Or

(b) Write a note on Dumping.

14. (a) What is known as Exchange Rate? How it is determined?

Or

(b) Explain the different types of inflation.

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

Or

(b) Discuss the difficulties in measuring National Income.

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 Law of Demand.

Or

(b) Describe the different types of Elasticity of supply.

17. (a) Explain the Production function with one variable input.

Or

(b) What are the benefits of large scale production? Explain.

18. (a) List out the features of Monopolistic competition.

Or

(b) Describe the pricing methods under Oligopoly.

19. (a) Explain the different types of money.

Or

(b) Discuss the Corrective mechanism to control inflation.

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

Or

(b) Describe the phases of Business Cycle.

(7 pages)

Reg. No. :

Code No. : 30628 E Sub. Code : CMBA 32

B.B.A (CBCS) DEGREE EXAMINATION, APRIL 2023.

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. Organisational Behaviour is _____
 - (a) A Science
 - (b) An Art
 - (c) A science as well as an art
 - (d) None of the above

5. Maslow grouped the five needs into two categories _____
 - (a) Higher-order needs and Lower-order needs
 - (b) Supreme needs and local needs
 - (c) Self needs and others needs
 - (d) Luxurious needs and comfort needs
6. Which one of the following would not be considered a human skill in Katz's structure _____?
 - (a) Decision making
 - (b) Communicating
 - (c) Resolving conflicts
 - (d) Working as part of a team
7. _____ is a set of values that states what an organization stands for
 - (a) Organization behavior
 - (b) Organizational culture
 - (c) Organizational spirit
 - (d) Organizational effectiveness

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2. Forces that affecting organizational behaviour are _____
 - (a) People
 - (b) Environment
 - (c) Technology
 - (d) All of the above
3. A learned pre-disposition to respond in a consistently favorable or unfavorable manner with respect to a given object _____
 - (a) Perception
 - (b) Attitude
 - (c) Behavior
 - (d) Personality
4. Which of the following is not an attribute of psychological individual difference _____
 - (a) Motivation
 - (b) Learning
 - (c) Personality
 - (d) Complexion

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8. There are number of factors that decide or define the culture of an organization including _____
 - (a) Structure and size, leadership
 - (b) Environment, events, nature of business and nature of client
 - (c) Both (a) and (b)
 - (d) None
9. In terms of organizational change, "maintenance of the status quo" represents: _____
 - (a) Stability
 - (b) Opposition
 - (c) Instability
 - (d) Contradiction
10. The philosophy that guides an organization's policies towards its employees and customers is an important part of _____
 - (a) Management strategy
 - (b) Organization behaviour
 - (c) Organizational culture
 - (d) Organization development

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[P.T.O.]

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 the need for studying Organizational Behaviour?

Or

- (b) Write a short note on challenges and opportunities in OB.

12. (a) List the personal factors that influence individual behaviour.

Or

- (b) State any two theories of learning.

13. (a) Mention the types of group norms.

Or

- (b) Write a short note on group cohesiveness.

14. (a) What are the characteristics of organizational culture?

Or

- (b) What factors create and sustain Organizational culture?

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15. (a) Explain the forces of change.

Or

- (b) Explain the need for OD.

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 nature of OB.

Or

- (b) OB is inter-disciplinary subject. Discuss with a model.

17. (a) Discuss the factors that influence perception.

Or

- (b) Explain the big five personality traits.

18. (a) Explain the group decision making methods.

Or

- (b) Explain the causes of interpersonal conflict.

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19. (a) Explain the features of organizational culture.

Or

- (b) What is learning? Explain the cognitive and observational learning.

20. (a) Describe the major OD interventions.

Or

- (b) Describe the different organizational development techniques.

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Code No. : 30629 E Sub. Code : CMBA 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Business Administration – Core

COST 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. Basic objective of cost accounting is _____.
(a) tax compliance (b) financial audit
(c) cost ascertainment (d) none of these

2. Elements of cost are _____.
(a) Three types (b) Two types
(c) Four types (d) Five types

3. Material requisition is meant for _____.
- (a) Purchase of material
 - (b) Supply of material from stores
 - (c) Sale of material
 - (d) Storage of material
4. FIFO is _____.
- (a) Fast investment in future order
 - (b) First in first out
 - (c) Fast in fast out
 - (d) Fast issue of fast order
5. Labour turnover is _____.
- (a) Productivity of labour
 - (b) Efficiency of the labour
 - (c) Change in labour force
 - (d) Total cost of the labour
6. Marris multiple piece rate system has _____.
- (a) Two rates
 - (b) Three rates
 - (c) Four rates
 - (d) Five rates

7. Depreciation of plant and machinery is a part of _____.
- (a) Factory overhead
 - (b) Selling overhead
 - (c) Distribution overhead
 - (d) Administration overhead
8. Appropriate basis for apportionment of material handling charges is _____.
- (a) material purchased
 - (b) material in stock
 - (c) material consumed
 - (d) material wasted
9. Cost unit of a sugar industry can be _____.
- (a) per litre
 - (b) per tonne
 - (c) per acre
 - (d) per metre
10. Job costing used in _____.
- (a) paper mills
 - (b) chemical works
 - (c) printing works
 - (d) textile mill

PART B — (5 × 5 = 25 marks)

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

11. (a) Define 'cost', 'costing', 'cost accounting' and 'cost accountancy'.

Or

- (b) Describe in brief three major elements of cost.

12. (a) Explain the advantage of simple average method of stores ledger preparation.

Or

- (b) Find out the Economic Order Quantity (EOQ) from the following particulars :

Annual usage : 6000 units

Cost of material per unit : Rs. 20

Cost of placing and receiving one order : Rs. 60
Annual

Carrying cost of one unit : 10% of inventory value.

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13. (a) Explain the types of idle time.

Or

- (b) Rate per hour = Rs. 1.50 per hour

Time allowed for job = 20 hours

Time taken = 15 hours.

Calculate the total earnings of the worker under the Halsey plan. Also find out effective rate of earning.

14. (a) Indicate the basis you would adopt for apportionment of the following items of overhead expenses to different departments

(i) Factory rent

(ii) Power

(iii) Welfare expenses

(iv) Sundry expenses.

Or

- (b) Calculate the overhead allocable to production department A and B from the following :

There are two service departments X and Y. X renders service to A and B in the ratio of 3 : 2 and Y renders service to A and B in the ratio of 9 : 1. Overhead as per primary overhead distribution is

A – Rs. 49,800

B – Rs. 29,600

X Rs. 15,600

Y Rs. 10,800

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15. (a) The following data is available in respect of Job No. 876 :

Direct materials : Rs. 17,000; Wages 160 hours at Rs. 50 per hour. Variable over heads incurred for all Jobs Rs. 80,000 for 2,000 labour hours. Fixed overheads are absorbed at Rs. 20 per hour.

Find the profit or loss from the Job if the job is billed for Rs. 40,000.

Or

- (b) A product passes through two processes. The following details relate to process 'A'. You are required to ascertain the process cost to be transferred to process 'B'.

	Rs.
Direct materials (1000 units)	12,000
Direct wages	8,000
Direct expenses	5,000
Overheads	11,000

Input 1000 units : Output 1000 units as there was no loss of units.

PART C — (5 × 8 = 40 marks)

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

16. (a) What is difference between financial accounting and cost accounting?

Or

- (b) Prepare cost sheet from the following data :

Particulars	Rs.	Rs.
Direct material consumed		5,00,00
Direct wages paid		4,00,00
Chargeable expenses		1,00,00
Indirect materials :		
Used in factory	8,000	
Used in office	12,000	
Used in selling	6,000	
Used in distribution	4,000	3,00,00
Indirect labour :		
In factory	15,000	
In office	20,000	
In selling	18,000	
In distribution	12,000	65,000

Particulars	Rs.	Rs.
Indirect expenses :		
Relating to factory	6,000	
Relating to office	3,000	
Relating to selling	1,000	10,000

17. (a) Explain the methods of pricing material issues.

Or

(b) Two components X and Y are used as follows :

Minimum usage : 50 units per week each

Maximum usage : 150 units per week each

Normal usage : 100 units per week each

Ordering quantities : X – 600 units

Y – 1000 units

Delivery period : X – 4 to 6 weeks

Y – 2 to 4 weeks.

Maximum reorder period for emergency purchases X : 2 weeks , Y : 2 weeks. Calculate for each component.

(i) Reordering level

(ii) Maximum level

(iii) Minimum level

(iv) Danger level

18. (a) Explain the causes of labour turnover.

Or

(b) In a factory workers are paid at Rs. 50 per hour. During the month of April 2020, there were 25 working days of 8 hours each.

There is also a 'piece work plan' where in Rs. 10 is to be paid per piece produced.

During the month worker 'X' produced on average 48 pieces per working day.

Ascertain the wages of workers 'X' under

(i) Time wages

(ii) Piece wages.

19. (a) Kumaresh Ltd., has three production departments 'A', 'B' and 'C' and two service departments 'D' and 'E'. The following figures are extracted from the records of the company.

	Rs.
Rent and rates	5,000
Indirect wages	1,500
Depreciation of machinery	10,000
General lighting	600
Power	1500
Sundries	10,000

Following further details are available :

	Total	A	B	C	D	E
Floor space in square feet	10,000	2,000	2,500	3,000	2,000	500
Light points	60	10	15	20	10	5
Direct wages (Rs.)	10,000	3,000	2,000	3,000	1,500	500
HP of machines	150	60	30	50	10	-
Value of machinery (Rs.)	2,50,000	60,000	80,000	1,00,000	50,000	5,000

Apportion the cost of various departments on the most equitable basis by preparing a primary departmental distribution summary.

Or

(b) A factory has three services departments L, M and N and two production departments - X and Y. The following are the expenses allocated and apportioned to the departments as per primary distribution summary.

	L	M	N	X	Y
Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
	10,000	8,000	12,000	30,000	40,000

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The following additional information is also variable on the basis of a detailed analysis made.

	Service department			Production departments	
	L	M	N	X	Y
L's service used	-	20%	30%	30%	20%
M's service used	-	-	40%	30%	30%
N's service used	-	-	-	60%	40%

Prepare a statement showing apportionment of service department overheads under the step method.

20. (a) Distinguish between Job and Contract costing.

Or

(b) Ramola Products Ltd., produces Tin sheets for Industrial use, all of standards size and shape.

For the quarter ended 30th Sep. 2020 the following figures are available :

	Rs.
Stock of materials on 1.7.2020	55,000
Stock of materials on 30.9.2020	35,000
Factory wages	83,00,00

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	Rs.
Materials purchased	6,15,000
Sales	18,00,000
Indirect expenses	1,30,000
Finished stock on 1.7.2020	Nil
Finished stock on 30.9.2020	200 units

Number of Tin sheets manufactured during the quarter was 2,000

Prepare a statement showing cost per sheet, total cost and profit for the period.

(6 pages)

Reg. No. :

Code No. : 30635 E Sub. Code : CNBA 31

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023

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 questions.

Choose the correct answer.

1. What is the motive of an Advertisement?
 - (a) To publicize a product
 - (b) To generate more sales
 - (c) To remind a product
 - (d) All the above

5. _____ is the heart and soul of advertising which makes it memorable.
 - (a) Creativity
 - (b) Buying motive
 - (c) Selling point
 - (d) Appeal
6. The three basic ingredients of any advertising copy are _____ style and _____.
 - (a) Content, clarity
 - (b) Clarity, Presentation
 - (c) Presentation, content
 - (d) Content, colours
7. The fastest growing medium of advertising is _____.
 - (a) Internet
 - (b) Newspaper
 - (c) Television
 - (d) Radio
8. _____ is the number of people who are exposed to a medium.
 - (a) market
 - (b) audience
 - (c) target
 - (d) customer

2. An automobile company giving its advertisement in the news paper for a new product is an example of which type of advertising?
 - (a) Reminder Advertising
 - (b) Informative Advertising
 - (c) Reinforcement Advertising
 - (d) Comparative Advertising
3. _____ became the first full service advertising agency
 - (a) N. W. Ayer and Son
 - (b) FCB Ulka Advertising Ltd
 - (c) Ogilvy and Mather
 - (d) William Taylor
4. The _____ established in 1985, is committed to the cause of Self – Regulation in Advertising and ensuring the protection of the interests of consumers.
 - (a) Indian Monetary Fund
 - (b) Television Regulatory Authority of India
 - (c) Advertising Agencies Association of India
 - (d) Advertising Standards Council of India

9. _____ is a hierarchy of effects or sequential model used to explain how advertising works.
 - (a) ADD
 - (b) AIDA
 - (c) PESTLE
 - (d) SWOT
10. Action is the _____ step in DAGMAR model
 - (a) first
 - (b) second
 - (c) third
 - (d) final

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 objectives of Advertising.

Or

(b) List out the demerits of Advertising.
12. (a) State the role of an advertising agency.

Or

(b) Write a note on Advertisement campaign.

13. (a) What are the elements of an advertising copy?

Or

(b) Describe the importance of copy testing.

14. (a) What is media planning? Explain its importance.

Or

(b) State the objectives of internet advertising.

15. (a) What is the need for measuring the effectiveness of advertising?

Or

(b) What is post testing? Explain in detail.

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 functions of advertising.

Or

(b) Explain the different types of advertisements.

17. (a) Explain the Social aspects of advertisements.

Or

(b) Discuss the regulation of advertising in India.

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18. (a) What are the requisites of an effective advertisement copy? Explain.

Or

(b) Describe the principles of designing a good layout.

19. (a) Explain the media selection process.

Or

(b) List out the merits and demerits on internet advertisement.

20. (a) Explain the methods of pretesting an advertisement.

Or

(b) Explain in detail about the DAGMAR model.

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U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration

Non Major Elective — CONSUMER 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. Which of the following are the major objectives of research into consumer behaviour?
 - (a) Consumer's source of information
 - (b) Consumer's perception about the manufacturers
 - (c) Consumer's sources of buying
 - (d) All the above

6. The final stage in the consumer decision making model is ———
 - (a) Pre-purchase
 - (b) Post purchase
 - (c) Evaluation of alternatives
 - (d) Purchases
7. ——— is the marketing concept.
 - (a) Consumer orientation
 - (b) Sales orientation
 - (c) Production orientation
 - (d) None of the above
8. Marketing strategies are often designed to influence ——— and lead to profitable exchanges.
 - (a) Consumer decision making
 - (b) Sales strategies
 - (c) Advertising strategies
 - (d) Export strategies

2. The study of consumer behavior helps a manufacturer in ———
 - (a) Demand and supply correction
 - (b) Correction of quantity discrepancy
 - (c) Management of assortment requirements
 - (d) All the above
3. The psychology of the consumer's perceptive gets influenced by the ———
 - (a) market
 - (b) social environment
 - (c) culture and family
 - (d) media
4. When a person says that he really likes the colour of a new fashion, he is expressing an ———
 - (a) Belief
 - (b) Personality function
 - (c) Attitude
 - (d) Physical feature
5. Stages of consumer buying decision process involve ———
 - (a) Recognition of the need
 - (b) Seeking of information
 - (c) Evaluation of alternative
 - (d) All of the above

9. ——— is a macro process concerned with the spread of a new product from its source to the consuming public.
 - (a) Adoption
 - (b) Assumption
 - (c) Diffusion
 - (d) Innovation
10. Under the ——— approach to defining innovation, copies or modifications of a competitor's product would qualify as new.
 - (a) Product-oriented
 - (b) Market-oriented
 - (c) Consumer-oriented
 - (d) Firm-oriented

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 nature of consumer Behaviour.

Or

 (b) Identify the scope of consumer behaviour.
12. (a) Write short note on motivation.

Or

 (b) Justify the components of an attitude.

13. (a) Determine the black box model.

Or

(b) How is an EB model is an improved one over the Howard Sheth model of consumer behavior?

14. (a) Explain the "product strategy in consumer behaviour".

Or

(b) Describe the objectives of promotion strategy.

15. (a) Analyse the diffusion of innovation.

Or

(b) Explain product characteristics influencing consumer behavior.

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 characteristics of consumer behaviour.

Or

(b) Discuss the importance of consumer behavior in marketing decisions.

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17. (a) Discuss the various external influences of consumer behaviour.

Or

(b) Experiment with the different stages of perception.

18. (a) Explain the various theories of consumer behaviour models.

Or

(b) Describe the different types of consumer decisions.

19. (a) Explain the various types of pricing strategy.

Or

(b) Explain the need for marketing strategy in consumer behavior.

20. (a) Explain the adoption process of diffusion.

Or

(b) Write down the profile of consumer innovation.

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(7 pages)

Reg. No. :

Code No. : 30220 E Sub. Code : SEBA 6 A

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Sixth Semester

Business Administration

Major Elective – ENTREPRENEURSHIP

(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. In which phase of the entrepreneurship development, the provision of infrastructure facilities is concerned with
- Support phase
 - Initial phase
 - Development phase
 - Maturity phase

2. The most important function of an entrepreneur is
- Risk assumption function
 - Managerial function
 - Function of innovation
 - Decision making function
3. Where is the prescribed form to be applied for the registration of small scale industry?
- General Manager of the District Industries Centre
 - General Manager of the Small Industries Development Bank of India
 - General Manager of the Industrial Credit and Investment Corporation of India
 - General Manager of the Small Industries Development Corporation
4. Which one of the following is the first step in making a correct location choice?
- develop location alternatives
 - decide the criteria for evaluating location alternatives
 - evaluating the alternatives
 - make a decision and select the location

5. SIDCO was set up in
- (a) 1970 (b) 1978
(c) 1979 (d) 1975
6. All the services and support required by small scale industries are provided under one roof by
- (a) SISCO (b) NSIC
(c) DIC (d) SISI
7. Which one of the following is the internal cause of industrial sickness?
- (a) Changes in government policy
(b) Recessionary trend
(c) Inadequate supply of raw materials
(d) Personnel constraints
8. When considering the following activities which is the best example of a project?
- (a) Processing insurance claim
(b) Producing automobiles
(c) Writing policy manual
(d) Monitoring product quality

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9. Which one of the following determines if the information system make sense for the organisation from an economic and operational stand point?
- (a) feasibility study
(b) a statement of work
(c) a system service request
(d) a resource schedule
10. Many of the women owned business are concentrated in the
- (a) retail and service sector
(b) manufacturing industry
(c) financial management industry
(d) medical industry

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Analyse the factors that stimulates entrepreneurship.
- Or
- (b) Describe the main function of an entrepreneur.

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[P.T.O]

12. (a) Point out the features of partnership form of business ownership.

Or

- (b) What are the problems of Small Scale Industries?

13. (a) Explain the functions of SISI.

Or

- (b) Explain the various schemes of commercial banks to the specific needs of small scale industry.

14. (a) What is meant by project identification? What are the steps to be followed in project identification?

Or

- (b) Point out the reasons for the failure of a project report.

15. (a) What is project appraisal? Bring out its importance.

Or

- (b) What are the factors influencing the women entrepreneurs?

Page 5 Code No. : 30220 E

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Analyse the various factors that affect the growth of entrepreneurship in a country.

Or

- (b) Discuss the role of entrepreneurs in the economic development of a country.

17. (a) Discuss the factors to be considered while selecting location for the industrial unit.

Or

- (b) Explain the co-operative form of business ownership. What are its advantages and disadvantages?

18. (a) What are the measures to prevent sickness in small units?

Or

- (b) Explain the incentives offered by the government of Tamilnadu for industrial development.

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19. (a) Classify projects for the purpose of identification and bring out their features.

Or

- (b) Explain the contents of the project report.

20. (a) Critically examine the various analysis used to appraise a project.

Or

- (b) Explain the different problems faced by women entrepreneurs in India. Suggest remedial to measures to solve their problems.
-

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration — Core

RETAIL 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. Retailer is a person who sells the goods in a _____
 - (a) Large quantities
 - (b) Small quantities
 - (c) Both (a) and (b)
 - (d) None of these

2. Retailing creates _____
 - (a) Time utility
 - (b) Holding utility
 - (c) Service utility
 - (d) Retailing.
3. The _____ is the market segment toward which the retailer plans to focus its resources and retail mix.
 - (a) Strategy
 - (b) Retail format
 - (c) Target market
 - (d) Competition
4. The first step in arriving at a decision on retail location is _____
 - (a) To assess the market
 - (b) To identify the market
 - (c) To buy the goods
 - (d) Freestanding store location
5. Freedom layout indicates that merchandise is arranged _____
 - (a) in a symmetrical manner
 - (b) in circles
 - (c) in an asymmetrical manner
 - (d) none of these

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6. A retailer's _____ is the key to its ability to attract customers
 - (a) Location
 - (b) Promotion system
 - (c) Pricing System
 - (d) Store Personnel
7. A store that stocks particular type of merchandise
 - (a) Convenience
 - (b) Speciality
 - (c) Departmental
 - (d) Non Store
8. Which of the following is not part of a visual communications program
 - (a) Store name and logo
 - (b) Institutional Signage
 - (c) Lifestyle graphics
 - (d) Television advertising
9. The main objective of the management is _____
 - (a) Profitability
 - (b) Sales growth
 - (c) Return on Investment
 - (d) All of these

10. Many retailers have improved their operation productivity through _____
 - (a) Computerization
 - (b) Outsourcing
 - (c) Expanding the business
 - (d) Multi retailers

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 characteristics of retailing.
Or
(b) Bring down any five retailing principles.
12. (a) Describe the merits of store based retail format.
Or
(b) List out any five types of non-store retail format with suitable examples.
13. (a) Explain the Pros and Cons of the different types of retail locations.
Or
(b) How urban retail faces the future demand and supply?

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[P.T.O.]

14. (a) Explain in brief about the importance of store layout.

Or

(b) How visual merchandising affects in-store sales?

15. (a) Mention the career options in retailing in India.

Or

(b) Briefly explain about the potential role of the Internet in retailing.

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 different types of retailers.

Or

(b) Examine the retail principles and practices of successful retailer.

17. (a) Describe the demerits of non-store based retailing.

Or

(b) Discuss about the modern retail format in India.

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18. (a) Mention any five pros and cons of various types of retail locations.

Or

(b) State the factors influencing the selection of retail location.

19. (a) Elaborate the steps for designing store layout.

Or

(b) Describe the various types of signage.

20. (a) Elucidate the uses of Internet in retail marketing.

Or

(b) Compare the Traditional and Modern Retail.

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Sixth Semester

Business Administration — Core

FINANCIAL 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 primary goal of the financial management is _____
 - (a) To maximize the return
 - (b) To minimize the risk
 - (c) To maximize the wealth of owners
 - (d) To maximize profit

2. Market value of the shares are decided by _____
 - (a) the respective companies
 - (b) the investment market
 - (c) the government
 - (d) shareholders
3. The cost of equity share or debt is known as _____
 - (a) The specific cost of capital
 - (b) The related cost of capital
 - (c) The burden on the shareholder
 - (d) None of the above
4. In weighted average cost of capital, an organization can affect its cost of capital through _____
 - (a) The policy of investment
 - (b) The policy of capital structure
 - (c) The policy of dividends
 - (d) All the above
5. _____ is the ratio of net operating income before fixed charges to net operating income after fixed charges
 - (a) Financial Leverage
 - (b) Operating Leverage
 - (c) Operation leverage
 - (d) Fiscal Leverage

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6. There is no operating leverage if there is no _____
 - (a) Debt
 - (b) Sales
 - (c) Fixed cost
 - (d) Earnings Per Share
7. Which of these is not a part of capital structure?
 - (a) Equity Shares
 - (b) Debentures
 - (c) Short-term borrowings
 - (d) Bonds
8. The main aim of capital structure is to _____
 - (a) Maximize owner's return and minimize the cost of capital
 - (b) Maximize owner's return and maximize the cost of capital
 - (c) Minimize owner's return and minimize the cost of capital
 - (d) Minimize owner's return and maximize the cost of capital
9. Capital budgeting Decisions are based on _____
 - (a) Incremental Cash Flows
 - (b) Incremental Profit
 - (c) Incremental Assets
 - (d) Decremental Assets

10. Capital Budgeting is a part of _____
 - (a) Investment Decision
 - (b) Working Capital Management
 - (c) Marketing Management
 - (d) Capital Structure

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 pages.

11. (a) Explain the sources of finance.
Or
(b) Mention the scope of financial management.
12. (a) Assume that a company's share is currently selling for Rs.134. Current dividend are Rs.3.50per share and are expected to grow at 15% over the next 6 years and then at a rate of 8% for ever. Find the cost of equity.
Or
(b) Are retained earnings less expensive than the new issue of ordinary shares? Give your views.

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[P.T.O.]

13. (a) Examine the Dividend theories.

Or

- (b) Describe operating leverage. Illustrate the impact of operating leverage on profits.

14. (a) Rubika Ltd., EBIT is Rs. 5,00,000. The company has 10%, Rs. 20 lakh debentures. The equity capitalization rate is 16%. Calculate: (i) Market value of equity and value of firm (ii) Overall cost of capital.

Or

- (b) Explain the assumptions and implications of the NI approach and the NOI approach.

15. (a) Explain the merits and demerits of ARR method.

Or

- (b) A project costs Rs. 81,000 and is expected to generate net cash inflow of Rs.40,000, Rs. 35,000 and Rs. 30,000 over its life of 3 years. Calculate the Internal Rate of Return of the project.

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

Or

- (b) KKL Ltd., decides to use two financial plans and they need Rs. 5,000 for total investment.

Particulars	Plan A	Plan B
Debenture (interest at 10%)	40,000	10,000
Equity share (Rs.10 each)	10,000	40,000
Total investment needed	50,000	50,000
Number of equity shares	4,000	1,000

The earnings before interest and tax are assumed at Rs. 5,000 and 12,500. The tax rate is 50%. Calculate the EPS.

19. (a) Examine the factors determining capital structure.

Or

- (b) There are two firms 'A' and 'B' which are exactly identical except that A does not use any debt in its financing, while B has Rs.2,50,000, 6% Debentures in its financing. Both the firms have earnings before interest and tax of Rs. 75000 and the equity capitalization rate is 10%. Assuming the corporate tax is 50%: calculate the value of the firm.

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PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 pages.

16. (a) Compare and Contrast between Profit and wealth Maximization.

Or

- (b) Elucidate the objectives of Financial Management.

17. (a) How to compute cost of capital? Explain.

Or

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

Source to Finance	Amount (Rs.)	Proportion (%)	After tax
Date	12,000	20	4
Preference shares	15,000	25	8
Equity shares	18,000	30	12
Retained earnings	15,000	25	11
	<u>60,000</u>	<u>100</u>	

Calculate weighted average cost of capital.

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20. (a) Discuss the capital budgeting process.

Or

- (b) Project has the following patterns of cash flows:

Year	Cash Flow (Rs. In Lakh)
0	(10)
1	5
2	5
3	3.08
4	1.20

What is the IRR of this project?

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL, 2023.

Sixth Semester

Business Administration – Core

HUMAN RESOURCE 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. HRM is _____.
(a) A line function
(b) A Staff function
(c) Accounting function
(d) All of the above

6. _____ is a selection test to judge the coordination between hands and eye
(a) Personality test
(b) Intelligence Test
(c) Psycho motor test
(d) None of the above

7. Performance appraisal is conducted for _____
(a) Manager (b) Employees
(c) Executives (d) Subordinates

8. The promotion criteria is always based on _____
(a) Merit (b) Merit and seniority
(c) Seniority (d) Recommendations

9. The word workers participation in management means _____.
(a) Sharing the decision making powers
(b) Sharing the decision making with lower results of the employees
(c) Sharing the day to day working with higher ranks of persons
(d) Sharing the financial decision making powers with representative of workers

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2. HRM objectives are categorized as _____
(a) Organisational and social objectives
(b) Functional objectives
(c) Personal objectives
(d) All of the above

3. Human Resource planning is compulsory for _____
(a) effective employee development programme
(b) base for recruitment
(c) base for selection policy
(d) all of these

4. _____ is a formal and detailed study of jobs.
(a) Job enrichment
(b) Job evaluation
(c) Job classification
(d) Job analysis

5. The following type of recruitment process is said to be a costly affair.
(a) Internal recruitment
(b) External recruitment
(c) Cost remains same for both types
(d) None of these

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10. Grievance redressal, discipline, collective bargaining are _____ of HRM
(a) Integration function
(b) Procurement function
(c) Development function
(d) Behavioural function

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 managerial functions of HRM.
Or
(b) State the operative functions of HRM.

12. (a) What is the need of human resource planning?
Or
(b) List out the importance of job analysis.

13. (a) What are the internal source of recruitment?
Or
(b) Describe the importance of training.

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[P.T.O.]

14. (a) List out the purpose of promotion.

Or

(b) Describe the types of transfer.

15. (a) What are the forms of workers participation?

Or

(b) What are the steps in disciplinary action procedure?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) Elaborate the objective and characteristics of Human Resource Management.

Or

(b) Explain the principles of HRM.

17. (a) Explain the factors affecting of human resource planning.

Or

(b) Narrate the steps in process of human resource planning.

18. (a) Explain the types of training methods.

Or

(b) Explain the steps involved in selection process.

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19. (a) Explain the methods of performance appraisal.

Or

(b) Discuss the promotion criteria.

20. (a) Elaborate the causes of industrial relations.

Or

(b) Discuss the steps in grievance handling procedure.

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